

Top Advertising Executives to Arrive Sunday

Largest Meeting On Coast

Palm Springs plays host tomorrow to more than 450 advertising executives and their guests attending the 21st annual convention of the Western Region of the American Association of Advertising Agencies.

Rated as the largest advertising conclave on the West Coast, the convention is centered at El Mirador hotel, where delegates will participate in programs ranging through Wednesday.

PROMINENT ADMEN from all parts of the nation are expected to participate in a convention program based on advertising and its relationship to the nation's economy.

Listed at the top of the speaker's roster are such dignitaries as Howard Pyle, deputy assistant to President Eisenhower and former Governor of Arizona.

Entertainment for convention delegates features singer Dennis Day, who will entertain at an informal dinner-dance Tuesday evening.

THE CONVENTION schedule begins Sunday and Monday with sessions for member agencies only. Guests will join the meeting starting with the governor's reception and dinner-dance Monday evening.

General sessions open Tuesday and speakers will be concerned with "The Role of Advertising in Our American Economy." Principal speaker is Arno Johnson, vice president and senior economist of the J. Walter Thompson Company of New York.

NEXT SPEAKER listed Tuesday is LeRoy M. King, merchandising director of "Food Topics," and "Food Field Reporter" magazines, who will discuss "Supermarket's Equation for Profit." Last speaker for the day is William L. Calhoun Jr., of Young, Rubicam, Inc., of San Francisco, who will talk on the marketing story of Kaiser Aluminum and "The Quilted Brand that's Riding a Maverick."

Tuesday afternoon, the business sessions give way to sports and the annual Western Region Golf Tournament, followed by a dinner-dance in the evening.

"CREATIVE SESSIONS" are scheduled for Wednesday morning, and speakers will deal with the use of creativity in advertising.

Speakers include Eugene F. Harrington, board chairman of Honig-Cooper, Harrington and Miner, San Francisco; Margot Sherman, vice president and chairman of the creative plans board and administrative director of the creative division of the McCann-Erickson Inc., of New York and Edward G. Zern, vice president and director of Geyer Advertising, Inc., of New York.

PRESENTATIONS AND management development and the agency business of the future conclude the general session. Talks on personnel development follow.

Pyle will discuss "The Role of Advertising in Communications" at the final event of the convention, the annual luncheon Wednesday, following closing remarks by the newly-elected chairman of the Western Region, A.A.A.A.

PRELIMINARY CONVENTION events also include the 10th annual Western Region and Council Governors Meeting for member agencies only, an informal welcome dinner for members and their ladies Sunday.

New Western Region officers will be elected Monday.

Special events will be programmed throughout the convention for wives of delegates and guests. These include a champagne luncheon and fashion show at the Racquet Club.

Weather

Desert Area Forecast: Sunny today and Sunday. Little change in temperatures. High today 85 to 95 in upper valleys, 95 to 105 in lower valleys. Yesterday's high, 104, low, 62.

Five Desert Items

Board to Study Billboard Ban

Supervisor Curtis Chamberlain's recommendation to order removal of billboards from highways heads a list of five desert area items posted for the Board of Supervisors' meeting Tuesday.

Other matters of desert area interest scheduled for supervisory consideration include:

Planning commission recommendation on a request for extension



BIG SMILES were displayed yesterday by Palm Springs Rose Parade Float Association officials Jimmy Cooper, second vice president, and LaVerne Smith, social secretary, as they placed a check in the mail to float builder Matt Offen ordering construction of Palm Springs' entry in the Jan. 1 Tournament of Roses. The Rose Float parade last Saturday raised \$500, making possible the initial payment. Two remaining payments on the \$15,000 goal must be made by Nov. 15, according to Theresa Press, Float Association president.

Princes of Roman Catholic Church to Elect Pope Oct. 25

VATICAN CITY (UPI)—The princes of the Roman Catholic Church will meet here at 4 p.m. Oct. 25 to elect a successor to the late Pope Pius XII, it was announced today.

From the sorrowing Vatican also came official announcement that the burial ceremony for the Pope will start in St. Peter's Basilica at 7 a.m. (p.s.t.) Monday. The ceremony is expected to last about four hours.

ALL OF THE church's 55 Cardinals who can get here for the purpose will take part in the conclave in a specially walled-off Sistine Chapel at which the new Pope will be chosen.

The date for the election was set today by the 16 Cardinals now

One Killed, Three Others Injured In Indio Crash

INDIO — One person was killed and three others injured in a two-car crash at Van Buren and Ave. 50 last night.

Pronounced dead at the scene of the crash was Donald Roscoe Roberts, 41, 483 North Sixteenth Street, Banning, and injured were his daughter, Nancy, 9, and two youths who were in the other car.

The youths were identified as Donald Kason, a soldier stationed at Ford Ordnance, and Billy Fariester, 19, of Coachella.

Nancy Roberts was taken to Casitas Hospital in Indio where her condition is reported as "serious." The youths also were taken to Casitas Hospital, where they are being held for treatment of injuries.

Private School Funds Increase

LITTLE ROCK, Ark. (UPI)—Gov. Orval E. Faubus says the Little Rock Private School Corporation's campaign for contributions to finance segregated high school classes is producing \$3,000 to \$4,000 a day.

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Moon Rocket in Free Flight, But Believed off Set Course

First Nike Being Readied On Formosa

Atomic Missile Launchers to Be Set in Two Weeks

TAIPEI, Formosa. (UPI)—The U. S. Army's 2nd Missile Battalion installed its first launcher today and began assembling the first of its potentially atomic Nike-Hercules missiles.

The launcher was bolted to a concrete pad on a mountaintop by U. S. and Chinese soldiers racing against time to get the battalion's four batteries ready for action within two weeks.

SEVERAL MILES away, men of the battalion uncrated and bolted together the four tubes of a "booster"—in effect, a giant skyrocket which gives the powerful anti-aircraft missile its initial push. Sunday they will connect the booster to a missile, readying it for use.

The giant five-ton rockets being placed here have a considerably greater range and punch than the Nike-Ajax missiles which guard most American cities against air attack.

MEANWHILE, U. S. and Chinese military authorities told UPI Correspondent William Miller that the big guns, troops and supplies poured into the Quemoy Islands during this week's lull in the Communist "artillery blockade" had made them stronger than ever before.

Earlier today, Gen. Peng Meng-chi, commander of the Chinese Nationalist army, had declared that the delivery of additional U. S. weapons to Quemoy helped the Nationalists win the first round of the battle for the offshore islands.

Solemn Requiem High Mass Set For Monday

A special Solemn Requiem High Mass will be sung Monday at 10 a.m. for Pope Pius XII, at Our Lady of Solitude Catholic Church.

The Rev. Raymond Beaudry will chant the High Mass, assisted by all local parish priests, as an expression of respect and sorrow on the part of the community.

The Rev. Father William Goodrow will give the sermon.

Assisting in the Mass will be the Choir of Our Lady of Solitude Catholic Church.



IT'S ALL FOR FUN and the Palm Springs Boys Club when press and radio personnel of the Village battle it out in a so-called baseball game Monday night at the Polo Grounds. Above are members of The Desert Sun aggregation. Taking his seventh inning stretch in the foreground is Al (Spike) Le Ance. Next row shows Hildy Crawford (what's society got to do with this?), R. F. (Babe) Graettinger, Karen Kolpacoff, then, one-step up, Kenneth (Bullet) Brott and Dave Rysvold, and at the top making like baseball players, Fred Weigel with the bat and Bob Nims with the ball. (Photo by—who cares?)

COUNTY PLANNERS TO HAVE 12 DESERT AREA MATTERS

Public hearing on construction plans for a new resort area hotel and commercial center heads a list of 12 desert items listed on the agenda for the Tuesday meeting of the Riverside County Planning Commission.

Hearing is scheduled at 1:30 p.m. on a variance application submitted by the Garner Investment Corp. and West Investment Corp.

PLANS CALL FOR construction of a resort hotel and commercial center in an R-1 zone located north of 40th Avenue, between Blue Skies Trailer Village and the Whitewater flood channel. Other matters of desert area interest scheduled for commission consideration include:

Discussion on a variance application from Jack Morich for reduction of front and side yard in an R-1 zone at 70-119 Wonder Palms Road.

Final action on proposed amendments to the zoning ordinance regarding location of swimming pools in relation to property lines, trap and skeet-shooting facilities under M-3 zoning provisions for a 7200 square feet minimum lot area and 60-foot width in all zones, including M-3.

Petition requesting survey of route of the Ramon Road and Washington Street connection in Thousand Palms area and petition for opening of a portion of Staples Road, between 50th and 51st Avenues, and 51st Avenue, from Staples Road to Jackson Street in the Coachella area.

REQUEST OF SECURITY Title Insurance Company, agent for the subdivider, for an extension of one year in time for filing of final maps on Indian Wells Country Club Estates.

Record of survey requested by Ira L. Moore for a 160-acre tract located about one-quarter mile west of Twentynine Palms Highway and one-half mile north and south of Dillon Road, Desert Hot Springs area.

TENTATIVE MAPS for Vista Sandman Estates, east of Coachella near 33rd Avenue, and Sierra View Estates Unit 3, west of Twentynine Palms Highway and south of Pierson Boulevard, Desert Hot Springs area.

Revised tentative map for Cathedral Canyon Mesa subdivision, located at the south end of the Cathedral Canyon alluvial cone.

First Object To Escape Gravity Pull

If Successful, Would Reach Moon Monday

CAPE CANAVERAL, Fla. (UPI)—America shot for the moon today. The Defense Department, hours after the spectacular 12:42 a.m. (p.s.t.) launching of an 88-foot Pioneer rocket, indicated that the missile may miss its rendezvous with the moon because of a departure "from its planned trajectory."

IT WOULD BE LATE today, if then, before it was known for certain whether the rocket would carry its payload to an orbit around the moon.

At 8:47 a.m. (p.s.t.) the Defense Department announced that Pioneer was 52,000 miles above the earth. This was by far the highest a man-made vehicle ever had flown.

ALREADY, HOWEVER, the Pioneer was delivering to earth-bound scientists a Midas' trove of data about outer space. Thus, even if its mission of "televising" the secret backside of the moon failed, great achievements appeared assured.

The Defense Department said Pioneer was returning valuable data on the radiation band which early satellites showed to be surrounding the earth. Man must know all about this deadly band before he learns how soon or how far he can go into space.

PIONEER JUMPED from its launching pad here on the Florida coast right on schedule, its departure an explosive roar and a red gush of flame. All three propulsion stages of the missile functioned perfectly. The fourth stage, crammed with instruments that were on the drawing boards only a short while ago, continued on.

"Go baby, go," was the whisper that ran through the control room here. But there was no celebration, just quiet pride of accomplishment.

If all goes well, Pioneer should reach the vicinity of the moon late Monday. If it obtains the desired orbit around the moon, it would stay within 40,000 miles of it for seven days, the Defense Department said.

THE ROCKET ACHIEVED an escape speed of something less than the expected 25,000-mile an hour peak velocity. Its traveling speed through space is considerably less than that. The 221,000-mile trip to the moon will take about 2.6 days.

If it goes into orbit, officials said that at the end of the seven-day period, Pioneer might stray off into endless space or might come back under the earth's gravitation and complete a figure eight. If it should come back toward earth, it would burn up in the atmosphere.

In One Week

4,000 to Attend Conventions Here

For the next full week a total of eight conventions are scheduled for Palm Springs, bringing more than 6,000 visitors to Palm Springs and the desert area.

Starting this weekend with the Shriners Honeymoon Ceremony, attracting some 4,000 Shriners from all over California, Oct. 10-12, the week also will see California Federal Savings and Loan at Western Hills hotel with 50 delegates; the American Association of Advertising Agencies at El Mirador Hotel, Oct. 12-15, with 450 delegates; and on the same dates the American Feed Manu-

facturers Corporation will meet at the Lone Palm with 70 delegates.

On Oct. 12-16 the Dental Seminar will be held at the Oasis Hotel and the Desert Inn, with an estimated 300 delegates in attendance; a one-day meeting (Oct. 15) at the Chi Chi of the Diocesan Council, Catholic Women, with 800 attending; more than 250 members of the California Council of Landscape Architects at El Mirador Hotel Oct. 16-19; and on Oct. 17-19 the Rheumatism Association with 40 delegates will meet at El Mirador.



PREVIEW OF THREE STREET dances was enjoyed by many Shriners last night at El Mirador Hotel, headquarters for Al Malaikah's Honeymoon Ceremonial. The street dances attracted a large number of Villagers, as well as many of the 4,500 Shriners and their wives now in Palm Springs. Featured event today was the parade down Palm Canyon Drive, starting at 1 p.m., and followed by the huge initiation ceremony at the Polo Grounds. See sidelights on Honeymoon Ceremonial, Page 2. (Desert Sun Photo).

Honeymoon Ceremonial Requires Precision, Action

For long, Shrinedom has been known as a men's organization.

The Desert Sun

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MAIL RATES: Payable in Advance
Daily \$1.25 Month
1 Year \$15.00

This weekend in Palm Springs a change in tradition has been emphasized. Women are everywhere among the Shrine groups. This is Potentate C. P. MacGregor's famed "Honeymoon" Ceremonial.

It is estimated that more than 1,000 women are in Palm Springs today having a part-to some extent—in activities surrounding the initiation of 744 candidates into membership of America's second largest Shrine organization, Al Malaikah Temple of Los Angeles.

AL MALAIKAH's leader, the

"Illustrious Sir," as he is formally addressed by all nobles of the Shrine, is more than happy over the response given to his recognition of the interest that wives and sweethearts have in Masonic work and play.

Said Mrs. Donald (Thelma) of Torrance, California: "I am here with my husband, who is a candidate, and I can't tell you how happy I am to have the privilege of coming to Palm Springs on this occasion so important to him."

LOCAL SHRINERS are congratulating Walter Melrose, president of Palm Springs club, for the neat job he is doing in connection with the visitation of Al Malaikah this week.

Not the least of accomplishments was the planning of the Fashion Show at Chi Chi this afternoon, a task beautifully worked out by Mrs. Melrose.

A SHRINE CEREMONIAL has the precision timing of a big-time circus. The amazing thing about it is that practically everything is handled by business and professional men as a part of their fraternal obligations. They advance in responsibility and station over a long period of years. Noble Ollie Hammond (Steaks in L. A.) has gone a long way to his place as today's Parade Marshal. Noble Ivan Smith is said to be so expert on reservation and hotel problems that he could well make a living out of what many call his headache.

Bill Hemmen (L. A. Insurance), who is the Receiver of Novices, checks the sun, arranges tables just so, counts out the 18 indelible pencils supplied for the use of candidates signing their names. Patrol Captain Robert Sease determines there shall be 75 feet between units in the parade, charts exact positions, exact turns, exact terminals of each unit. Most appropriate committeeman: Bruce Whitehead who is transportation chief. He is a Tanner exec.

AL MALAIKAH has more than 300 uniformed men. Most of them are in the Village today. The patrol, colorful and smart, is something to behold. In a parade the men take a beating—and under a desert sun that is pushing the mercury up around 105, it isn't easy.

Potentate MacGregor returned only a few days ago with other Shriners from an European trip. Among his possessions is a crucifix blessed by the late Pope Pius XII.

When The Desert Sun came off the press yesterday afternoon the Potentate was so pleased with the recognition given the Shrine event he immediately sent a message to Publisher Ward J. Risvold ordering 50 copies to be mailed to potentates throughout the country, and to friends in Europe.

School Safety Slogan Decided

"Never hop rides on rear bumpers of cars, trucks or buses" is the safety slogan for Palm Springs school youngsters during the week starting Oct. 13.

School children will recite the safety reminder as they board and leave their school buses each day.

Trumping The Heat

WANTAGH, N.Y. — (UPI)—The Milton J. Pritchards and the Robert P. Dimins like to play bridge, even on the hottest days. So they took two - year - old Elise Pritchard's eight - foot back - yard swimming pool, filled it with water. Placed a table in it, climbed in and dealt the cards.



THE MASON AND DIXON TRIO clowns in preparation for its gala opening at Desi Arnaz Western Hills Hotel Tuesday evening. Continuous show-bar style entertainment will be offered by the group which, from left, is comprised of Drummer Norm Fiesell, accordionist-pianist Sammy Dixon and bass player Dick Mason. It's a return engagement by popular demand for the boys, who zoomed to new peaks of popularity during an appearance in Western Hills' unique and glamorous sunken bar early this year. The Mason and Dixon combo is equally adept in the comedy, vocal, instrumental and dance music fields. A host of their admirers are expected to storm Desi's desert spa for the opening night festivities. (Gayle Studio Photo).

Menus Listed As Planning Aid to Mothers

Menus of Palm Springs elementary school cafeterias for the week of Oct. 13 through 17 are presented here as an aid to mothers in avoiding duplication of meals.

Monday — Meat loaf, parsley buttered potato, bread and butter, fresh fruit or melon, cookie, one-half pint of milk.

Tuesday — Chili beans, mixed green salad, hot French bread, apple crisp, milk.

Wednesday — Turkey ala king on rice, carrot and pineapple salad, hot corn bread and butter, canned plums, milk.

Thursday — Porcupine meat balls, buttered hot vegetable, bread and butter, peach cobbler, milk.

Friday — Tuna and noodles, red and white cole slaw, whole wheat roll and butter, fruit gelatin, milk.

Building Fund Swim Party Set Monday

DESERT HOT SPRINGS — Jewish Community Group members will spark their current building fund drive with a swim party and luncheon at the Smile Inn Hotel Tuesday, Oct. 14.

The luncheon party starts at noon at the Inn, 151 West Third Street. Admission is by \$1 donation.

Party hostesses are Mrs. Rose Smilen, Sally Goode and Jennie Frank.

By-Laws Changes To Be Discussed

Members of the Coachella Valley Contractors Association will meet to discuss proposed changes in their by-laws Tuesday, Oct. 14. Meeting time is 8 p.m. at the Los Compadres Clubhouse.

SUNAIR DRIVE-IN THEATER

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Last Time Tonight

FRANK SINATRA CURTIS WOOD

Kings Go Forth

and

CATTLE EMPIRE

Sun. - Mon. - Tues.

"China Doll"

Co-Feature

"The Fiend Who Walked the West"

Officers Hunt Midnight Thieves Of Furniture

Police today are hunting a team of midnight furniture movers who apparently are planning to furnish a house with stolen furniture.

The hard-working burglars last night visited the Brentwood Apartments, 1930 South Camino Real, and hauled off furniture valued at \$235.

Joe DeFrancis, co-owner of the apartment building, said he is missing two bedroom dressers and a dining room set, complete with four chairs.

DeFrancis added that he also noticed the loss of a green plastic garden hose, worth \$6.

'Bud' Wehe Joins Jackson Office

William Russell "Bud" Wehe, well-known real estate man in Palm Springs and the Bay area, is now associated with the Mildred E. Jackson Real Estate office, at 296 South Palm Canyon Drive.

Wehe has been in the real estate field for 15 years and is a past president of the Menlo Park Atherton Board of Realtors.

More than 51,500 persons have mits this year.

VILLAGE THEATRE

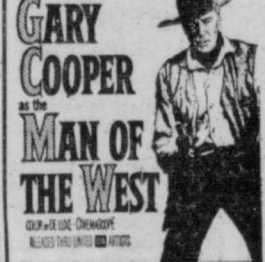
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NO TIME FOR SERGEANTS

Plus

ANDY GRIFFITH MERVYN LE ROY

Plus

THE SPACE CHILDREN

Paramount Presents

THE SPACE CHILDREN

Mon. and Tues.

WE WELCOME the American Institute of Dental Medicine

Starts Wednesday

"The Barbarian and The Geisha"



LARRY K. NIXON will headline the new show coming to the Chi Chi Starlite Room Monday, Oct. 13, for a ten day run. Critics in the East have praised him as a comedian with hilarious, fresh wit. With him on the show are Barbara Barr, svelte, blonde singer, and Nita and Peppi, an amazing acrobatic team.

Back by Popular Demand Tuesday, October 14



MASON & DIXON TRIO

Sensational Comedy, Vocal and Instrumental Stars

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CONTINUOUS ENTERTAINMENT

NIGHTLY

in the unique

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Finest Food

Delightful Dancing

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Jim Dubois At The Piano and Organ

Personalized Management and Service of Dotty & Chink Coleman

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NO COVER (except Sat.)

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And in Our BLUE ROOM

THE GOURMET BAR

Chicago Corn Beef to Russian Caviar

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Construction of 22 New Classrooms at Three Schools In Palm Springs District to Be Completed by Oct. 15

Construction of 22 new classrooms for three Palm Springs School District schools should be completed by Oct. 15, Assistant Schools Supt. John Miles reported.

Miles said Oct. 15 was the estimated completion date for 10 Palm Springs High School classrooms, six junior high school rooms and two at Cahulla School.

FOUR OTHER classrooms at Cielo Vista School were scheduled to be finished this week, Miles said.

Miles reported that the senior and junior high schools and Cahulla school are "99 per cent complete," and require only minor equipment additions and paint finishing.

In addition, work has neared

completion on the high school cafeteria addition. This should also be concluded Oct. 15, Miles said.

WORK HAS ALREADY started he noted, on a new \$300,000 multi-purpose building and administration center at Nellie M. Coffman Junior High. Completion date is March 1959.

Site development at the high school, including all landscaping, pavement and construction of tennis courts and parking areas, is scheduled for completion Nov. 1.

The American flag may never be carried flat or horizontally; always aloft and free.



MIKE CLARK, son of Mrs. Henry Clark of "Stardust Hotel," has been assigned the lead in "Bus Stop" now in rehearsal at Valley College in San Bernardino. Clark, who graduated from Palm Springs High School last June, is majoring in music and education. During his attendance in high school he was the recipient of a musical scholarship at Idyllwild School of Music and the Arts. He plays string bass, tuba, and this year is playing trombone and is a featured vocalist with the college orchestra.

State Supervisors Group Sets Meeting Here for 1960

Palm Springs was the overwhelming choice of the California Supervisors Association as the site of their 1960 convention, it was reported today by Chamber of Commerce Manager Jimmy Cooper.

Selected over Santa Monica, Corona del Mar, Hollywood, Los Angeles and San Diego, Palm Springs will welcome 500-600 county supervisors in October of 1960.

Augmenting the CSA convention will be all of the county surveyors and road commissioners of California, who will be meeting in conjunction with the supervisors.

In connection with this convention special tribute was paid by Cooper to Riverside County Supervisors George V. Berkey, Paul J. Anderson and Curtis A. Chamberlain, as well as Harry Creasey, director of publicity and advertising for the Riverside County Board of Trade, all of whom joined forces with the Palm Springs Chamber to book the convention for Palm Springs.

Americans used more than 120,000 miles of dental floss in 1957, enough to reach half-way to the moon or to circle the earth more than four and a half times at the equator.

WILSON'S JEWELERS
• 7 EXPERT WATCH MAKERS
• HAND TO SERVE YOU AT ALL TIMES
300 NO. PALM CANYON DR.
Across From Harold's Union Station

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ASPHALT PAVING EQUIPMENT-RENTALS
CONCRETE CURBS, ETC.
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The Desert Sun Saturday, Oct. 11, 1958 3

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Ethel S. Strebe, Your Hostess



CITY FLOWERS
264 N. Palm Canyon Dr.
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World Famous

BALI-BALI

YOU'LL FEEL OUR WELCOME

Always Music and Fun

KANSAS CITY NITE OWLS
also
EDDIE BARNES MUSIC

JAM SESSION SUNDAY from 2:30



Where To Dine In The Desert Area

Your Guide to the Finest Restaurants in the Resort Area



It's a Date with NATE!

Mister CORNED BEEF
283 N. Palm Canyon—Near Chi Chi



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MEXICAN FOOD

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Free Parking in Rear—Open till 12 a.m. Friday and Saturday

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Prepared by People Who Know Best

FARMHOUSE

COMPLETE DINNERS from **\$1.75**

Enjoy Your Favorite Cocktail Served at Your Table or From Our Bar

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STEAK RANCH



Famous For Steaks

COOLED BY REFRIGERATION

Prime Chopped Sirloin Steak Dinner	\$1.65
Top Sirloin Steak Plate Dinner	\$1.75
N.Y. Cut Sirloin Steak Dinner	\$3.50
Filet Mignon Steak Dinner	\$3.50
1/2 Fried Chicken (Pan Fried) Dinner	\$2.25
Prime Chopped Sirloin Steak Plate Dinner	\$1.25

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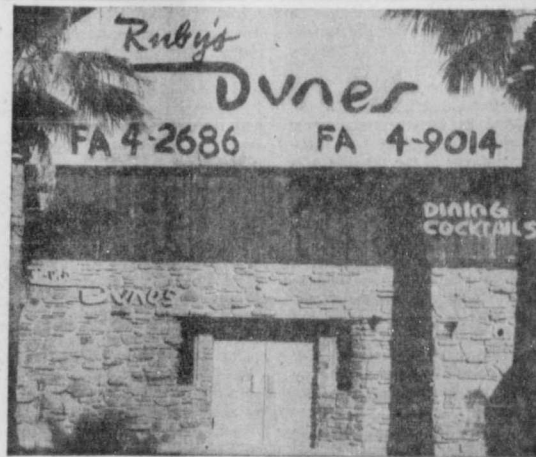
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Continuous Entertainment

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in

Horace Heidt's Lone Palm
with Chef

AL SHOOPMAN

Formerly of The Dunes Palm Springs

1 Eureka Rex Sole Dinner	\$1.95
2 Spaghetti Dinner	\$2.50
3 Chicken in Pot and Matzo Balls	\$3.25
4 Fresh Cracked Dinner	\$3.25
5 Breaded Veal Cutlet Dinner	\$3.95
6 Broiled or Fried Chicken Dinner	\$2.95
7 Broiled Top Sirloin Steak Dinner	\$3.95
8 Lamb Chops Dinner	\$4.00
9 Broiled N.Y. Steak Dinner	\$3.95

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ENJOY GOOD FOOD, COCKTAILS AND SERVICE IN THE DESERT'S MOST BEAUTIFUL RESTAURANT

Moderate Prices—Acres of Free Parking

PALM SPRINGS Biltmore

Featuring the finest cuisine in the beautiful GARDEN ROOM

"Scrumptious" BUFFET Every Thursday \$3.50
(Regular Menu if You Prefer)

POOLSIDE PICNIC Every Friday \$2.50

Music and Entertainment by the

A Superb Trio for Dancing or Listening
"THE PLAYERS"
DANCING NIGHTLY



Enjoy Breakfast, Lunch, Dinner and Cocktails in the Delightful

COMPASS ROOM

Charcoal Broiled Steaks, Chops and Fish
Pan Fried Chicken and many other entrees
ACE BALKIN—at the Piano Bar Nitely

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The Desert Sun is an independent newspaper dedicated to truth, accuracy and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes wrong.

Where Are We Going?

Only some fears and frustrations we live are caused by Communism. Only some are caused by the ideological-war between East and West . . . by the economic-war between colonialism and nationalism . . . by the racial-war between Arab and Jew in the Middle East . . . or by the human-war between white and black throughout the world.

Most of our fears and frustrations are caused by things closer to home . . . things as personal as a toothache . . . like trying to conform with the "pack" . . . like "something-for-nothing complex" . . . like trying to live just with "emotions." Under the impact of "fear-advertising" and the brainwashing process of certain TV and radio commercials, we, and especially our children, are slowly developing into a society of morcns.

FROM THE CRADLE to the grave . . . we are being brainwashed into an era of conformism that destroys the power of individual choice. Under the impact of pseudo-satisfaction from one source or another man appears to be giving up his God-endowed freedom of choice . . . to make up his own mind . . . to think and act independently of the mob.

In short, to be himself, an individual, not a mere pawn of the pack, or the screaming commercial. The power of repetitious suggestion through propaganda, singing commercials, jingles, slogans, and the like, pack extraordinary power toward conformism for the selling of products . . . for the selling of political aspirants . . . or for moulding men's minds under dictators.

ONE OF THE greatest problems facing every thinking person today is whether he will be able to conserve his individualism, his dignity, his humanism, his ability to judge, choose and think for himself, without being intimidated by mass pressures of conformity. We are being brainwashed by the power of suggestion, or by the power of the pack.

The person who dares to defy or be different is practically ostracized by even family and friends as an eccentric or worse. The "mink" has replaced the "mind" as a yardstick of acceptance in "better society."

IN OUR GENERATION even government encourages conformity to the pack, by the introduction of the "welfare-state-idea" . . . the something-for-nothing complex, whereby the frugal and hard working will support the less frugal and hard working.

Certain politicians keep suggesting higher and higher standards of living for "our people," with the government making up the inevitable differences and deficiencies by higher and higher taxes. The masses so advised bid and scramble for hundred and one non-essential and superfluous gadgets and gimmicks which at best provide only fleeting pleasure or satisfaction at a dollar down and a dollar a week.

BUT BECAUSE the pack possesses these things they become a part of "modern-living" and sooner or later society is required to conform. But in the process of acquiring these fadish gadgets and things masses of people tend to lose their individuality, their initiative, in favor of government regulation and decision. In turn politicians are forced to manipulate the economy in favor of the masses who control the majority of the votes.

In this modern rat-race for material things too many men adopt the un-Christian attitude of each for the hindmost. We tend to lose the qualities of charity, responsibility and self control which help to build character and culture, and especially respect for others on the basis of what they are . . . not what they have.

AS A NATION we seem to be caught in treadmill in which our economic solvency depends upon government "defense" spending. Time and time again in recent years and months the possibility of peace and less armament spending has caused a severe stock market break. Several

and industry appear to tremble at the thought of any curtailment in government spending which will lead to loss of production and jobs and sales.

Even limited defense cutbacks, as evidenced in recent months, created a serious recession across the nation. One reason is that too many people are brainwashed into buying things on time they cannot afford . . . creating an economy sensitive to even normal economic adjustments.

THEORETICALLY, BUYING stimulates business and the economy booms. But when the value of an individual's equity in material possessions or his debts are so easily disturbed by the threat of peace, that individual is hog-tied to a war or defense economy for his solvency.

This means that he will vote for politicians who will encourage more government spending . . . who will advocate taxing the rich . . . who propose more and more social security at the expense of those who succeed, resulting in a socialist state.

CONFORMISM HAS been drummed into us by advertising and by government propaganda until the masses have gone on a spending spree far beyond their ability to justify under normal conditions. This created such inflation that salaries, wages, savings and pensions lost half of their value.

This resulted in more government spending and higher and higher wages, salaries, social security and pension payments. This forms an ever-growing link between "defense-spending" or government "spending" and "national economic stability," which heretofore depended on normal business under free enterprise.

We should at least be aware of the price we pay for conformism. We should recognize the dangerous link between defense spending and economic solvency. We should consider what fear-advertising and mass-brainwashing are doing to us and to our children's future . . . and whether it is worth the dangerous gamble we have undertaken.

—John Morley

Dear Abby . . .

DEAR ABBY: You amaze me. A smart girl like you not knowing why the wedding ring goes on first! It's an old superstition that once the wedding ring is placed on the finger, it's bad luck to remove it. The engagement ring HAS TO be removed for cleaning (and frequently to re-mount the diamond in a more modern setting) so in order to remove the engagement ring without disturbing the wedding ring, the wedding ring must be placed on the finger first.

BRODKEY (OMAHA)

DEAR ABBY: The wedding ring goes on FIRST because it must always be closest to the heart of the wearer. I thought everybody knew that.

O'NEIL (California)

DEAR ABBY: I am sure the reason why married women wear their wedding rings on the inside is because many men can't afford an engagement ring until after they have been married about ten years, so their wives wear their rings in the order in

which they got them.

KELLY (MASS.)

DEAR ABBY: You Americans seem to think that because a custom is observed in your country it is correct, and those who do not follow that custom are in error. I wish to state that in Australia the engagement ring is placed FIRST on the finger of the intended as a warning to all hopeful suitors that the young lady is spoken for. That ring is not removed unless the engagement is terminated. THEN, the wedding ring is placed on the finger, and both remain in place as long as the couple is married. Doesn't this make more sense to you?

AN "AUSSIE"

(Sydney, Australia)

DEAR ABBY: It is a pleasure to be able to give YOU some advice for a change. The engagement ring is strictly ornamental and has no spiritual or ceremonial significance. The wedding ring, being the more important of the two, needs protection against getting lost, so the engagement ring is slipped on the

finger to serve as a guard for a woman's most precious possession, her wedding band.

WALTERS (Manhattan)

DEAR ABBY: My grandmother told me before I was married many years ago that my wedding ring should go on first and then my engagement ring afterwards to signify that the most important thing in my life would always be my wedding ring. If ever the time came when I decided to break up my marriage and give back my wedding ring, I should be prepared to give up all the material things brought to the marriage by my husband. The engagement ring goes first in the bargain, therefore it should be on the outside.

PERRITI (Colorado)

For a personal reply, write to ABBY in care of this paper. Enclose a self-addressed, stamped envelope.

If you want a collection of Abby's best letters and answers in one book, ask your bookstore to get "DEAR ABBY" for you.

Letters to the Editor

Editor
The Desert Sun
I am in full accord with the recommendation of the County Grand Jury that efforts be continued to work out a program where the Bradley-Burns Uniform Sales tax is not abandoned, because of differences between Palm Springs and Corona.

This is a serious situation to every taxpayer in Riverside County. If this sales tax in the County is not collected public services will have to be reduced, or additional tax levied on real estate and personal property, to meet the county budget. When your County receives \$850,000 in sales tax money, it does not need to raise a similar amount on real estate and personal property tax.

It is estimated by the State Board of Equalization that if the Bradley - Burns Uniform Tax program continues during the fiscal year 1958-1959, that the county of Riverside will receive in sales tax collections approximately \$872,200. Palm Springs' proportion of the total county assessed valuation is approxi-

mately 11 per cent. Riverside 23.55 per cent and Corona 4.64 per cent.

On this basis this sales tax money would tend to reduce property tax levy in Palm Springs in the sum of \$95,942 whereas a 10 per cent contribution of sales tax to the county by Palm Springs would amount to approximately \$31,780.

To me I find no reason why Palm Springs would object to contributing \$31,780 in sales tax money to the county when they will benefit in an approximate sum of \$95,942 in real estate tax reduction, by use of sales tax money contributed by all other portions of the County. Certainly they should not object to contributing in sales tax (at 10 per cent) one-third of the benefits they will realize on property tax relief, from money put up by other communities than Palm Springs.

Comparatively, if Corona continued to pay 10 per cent on her sales tax receipts this contribution would amount to approximately \$4.3 of what she would benefit in tax on real estate,

etc., whereas Riverside city's contribution would amount to approximately 63.34 per cent of what she would realize in property tax relief.

From this, it is obvious that Palm Springs even when they give 10 per cent of the Sales Tax is far better off, proportionately than either Riverside or Corona. It is true, Palm Springs has been very efficient in collecting their sales, and use tax in the past, but notwithstanding this, I feel Palm Springs is not the kind of a city who would knowingly allow sales tax money from other sources to be used to reduce the real estate tax burden in their city.

I am sure they would want to carry their own load, and the only way they can do it, as far as I can see, is to join with the other cities in making the 10 per cent contribution. I therefore make this personal appeal to Palm Springs: "Come in with your 10 per cent, don't make Riverside the first county to pull out of the Bradley-Burns Uniform tax program."

U. L. Voris, Councilman,
City of Riverside, Calif.

Guide in a Southern Swamp



This Side of The Sun

By Phat

FACTS AND FIGURES

WHAT—The Game of the Year. WHO—Stars of radio and newspaper.

WHEN—Monday night at 8 p.m. WHERE—The Palm Springs Polo Grounds.

WHY—To raise a little extra scratch for the Palm Springs Boys' Club.

The above are the facts. The figures will be provided by the bat girls.

ONE OF MY FAVORITE readers tells me that this column is always different—it never repeats.

But today the rule is broken. It was only yesterday that I spent twenty minutes and 600 words writing about that big softball game scheduled for next Monday night between the men who cke out a bare living writing pieces for the paper and the men who prove that silence is not golden. They get paid for talking, the radio reciters.

TODAY, BECAUSE it is a big news item, I repeat. Putting in another plug for the tussle of tussles—and bustles. By that I mean, they'll bustle around.

So far, both camps have been recitent to announce their line-ups.

But from an authoritative source, usually reliable, I have obtained a few facts by snooping around and eavesdropping.

RUMOR HAS IT that the opposing batteries will be Bullet Brott and Spike LeAnc for the Newsmen and Smokey Frank Day and Silent Don Myer for the Radio.

Hurricane Harry Voelker may take Smokey's place on the mound.

Both sides are well equipped with relievers. Both have well stocked Bullpens.

CLIFF MILLER of KDES was very cooperative. He trotted out to the broadcasters' training camp and offered his services. "I want to play quarterback," he said.

They referred him to another field.

Oddsmakers are quoting the game as 6 to 5 and take your choice.

BOTH MANAGERS, John (Casey) Michel of the Radio Rattlers and Jim (Shy) Schilling of the Pres Picklers, are confident.

With Knuckle-Ball Day (operator, that's b-a-l-l, not h-e-a-d) and Hurricane Harry in reserve to do the chucking, we can't lose," said Michel.

Schilling was equally sure. "Look, I've got Durable Don Klotzbuecher, Home Run Weigel, Gorgeous George Ringwald, Joltin' Joe King, Burn-em Bernie Bloomberg, Wild Will Henry, Marvelous Marty, Reckless Ryan, a mess of good material to back up Bullet Brott."

ACE HUDKINS is promoting the game and, like I said, all of the proceeds, if any, go to the Boys' Club.

It will be worth your while and your four-bits.

Don't forget—if they can find a rocking chair wide enough, Babe Graettinger will coach for the Picklers at the third base line.

STAN DELAPLANE'S Postcard

The current issue of "Today's Health"—(I chop a few verbs and adjectives for this magazine myself but that is not the point). This issue of "Today's Health" encourages me to eat a big breakfast.

"What America Needs: A Decent Breakfast." That is the title. It goes on to prove that a good size breakfast builds up energy. And that people who skimp along on coffee are all worn out by 11 a.m.

While Joe Ham-and-Eggs is just beginning to steam.

WELL, SUCH exhortations get right to me. I think we all start out guilty on the breakfast thing. Because our mothers used to tell us: "Eat up your breakfast or you won't have curly hair."

(The fact that you wind up with NO hair, curly or otherwise, does not relieve this guilt feeling. As any competent psyche bender will tell you.)

I SOMETIMES ATE all my breakfast. And sometimes I didn't. My hair stayed straight. Which was OK because in those salad days we plastered it flat with Sta-Comb anyway.

Anyway, where were we? Oh, yes, I read this article. And how while I wore myself to a frazzle at 11 a.m., the opposition would be jumping around like a hyped horse.

I MUST SAY the illustrations were enough to make you hungry. Four-color shots of eggs cooked with orange slices—things like that.

There is nothing I like better than getting healthy.

And this morning, I set about the stove with my own hands. Whipping eggs to a froth. Putting bread to toast and bacon to burn.

Do you know it is a very wearing job to prepare a healthy breakfast? True.

I THINK I SHOULD recount my healthy breakfast: One large glass of orange juice; two eggs scrambled with orange slices; four slices of ba-

con; two slices of toast; one glass of milk; two sweet rolls; coffee.

"I just sat down to eat when the laundry man came by."

"Holy cow," he said. "You gonna eat all that?"

"It is what America needs," I said. "It is a decent breakfast."

"I can't keep nothing on my stummick but a cuppa coffee," he said. "I guess I'm the nervous type."

WELL, I DOWNED this breakfast. And believe me, it was decent. For the past couple of weeks I have been on British breakfasts.

I tell you I have been belted with kippers and snowed with smorkers. I slosh with tea. There is a lot of breakfast in Britain. But it isn't decent.

I rose from this groaning board with a small groan. And set to work.

THERE WAS something wrong with the energy. Usually I rise from coffee, roll a piece of paper in the typewriter and begin to quiver all over. This day, I did not feel like working. You know what I mean?

I went back to bed for a while and read the paper.

I ROSE AND looked at the typewriter. It seemed to me I had a slight case of double vision. I felt a little stuffed and druggy. I went back to bed again.

When I woke it was 11 a.m. I went back to the typewriter and split an infinitive. But the effort wore me all out.

THIS IS NOTHING against a decent breakfast you understand. And only one man's experience. But it appears to me the reason the decent breakfast gives you so much energy at 11 is because you cannot haul yourself out of the sack until then.

I had an appointment for a decent lunch at noon. Had to cancel it.

GRIN AND BEAR IT

By LICHTY



"\$8 a day from your group insurance, \$7 from your hospital plan and \$10 a day from your accident policy . . . You never had it so good, Roscoe!"

EARL WILSON:

Hudson Squire

FORT LEE, N.J. — Buddy Hackett, the lovable slob from the sidewalks of Brooklyn, lumbered the other day through the Albert Anastasia mansion which he bought for \$64,000 and explained how he is a stupendous success, though broke.

"Look at my wife's shoe closet!" puffed Buddy, up on the second floor. "My wife never had anywhere to put her shoes before. Seven bedrooms, six bathrooms, we got! The previous tenant—that would be Anastasia, who was bulletted to death in a barber chair—even had a private phone system. Wait'll you see the cellar. It looks like the Copacabana!"

"How long will it be before you have it furnished?" I asked.

"Let's see. I'm 34. I expect to retire in 26 years. About then," he grinned.

"We got no money left. If we ever get rich, we're gonna put a pool right over there. If you get a pool you gotta have a lotta towels, and they cost you!"

Buddy now owns a showplace the equal of one his TV boss, Jackie Gleason, has built in Peekskill. Strolling around the patio which is on the edge of the Hudson, looking across the water to the Rockefeller Church, Buddy plucked a rose and handed it to my B.W. who'd accompanied me.

"This is the first rose from our rose bushes," he bowed, bashfully.

"I didn't even know we had roses," said his wife, Cheri. "We've only been in here about a week."

Our excursion around the half-acre estate near Palisade Parks demonstrated what we knew already—that there is a lot of money in TV. Buddy's predecessor had a steam room. He also had one large room for electric trains—which'll be Buddy's of office. There was a common laundry chute—even a miniature Paris street on the patio.

"Jan Murray says you could put a cannon on the front lawn and challenge the world," Buddy beamed.

"When things weren't going too good," Buddy said. "Jerry Volpe"—(He owns the Englewood Golf Club nearby)—and I used to ride around here and console each other.

"I always thought someday I'd like to own this house."

"When I read about the unfortunate demise of the man who lived here, I started to try to buy it. Then they had the auction. Somebody bid \$100. My lawyer bid \$64,000."

"Then the vandals got in here. I had to spend about \$2,000 to replace plate glass windows."

Buddy led us to the enormous bar, to the elegant maid's room. "It never stops," Buddy shook his head in continuing amaze-

ment. People are always asking Buddy if he's found secret passages, tunnels, vaults, or possibly, even bodies. He hasn't. He has found some doghouses—and he knows that Anastasia had four Doberman-mans, which are reputed to be excellent watchdogs.

Buddy's already the community celebrity. When he took us to visit one neighbor, the man, also owner of a home on the Hudson's edge, said, "You're gonna have a thousand raccoons up there this fall."

Buddy smiled at the news. Jackie Gleason has something called "The Raccoons Club." Maybe it was a good omen.

He loaded us into the car and showed us an English-looking section merely minutes away.

"You know, this makes Fire Island look like the Bronx," he announced.

"I've never been to Fire Island," I said.

"Me neither," Buddy said. "My wife and me are both Brooklyn."

THE WEEK-END WINDUP . . . "DON'T PRINT THAT!"

One of the early Eddie-Debbie hassles reportedly started when Debbie, a thrifty gal, bought second-hand furniture for their new home. Eddie made her sell it . . . A H'wood actress, who doesn't like her husband's pals, locks the refrigerator when they come visiting.

The Aly Khan-Gene Tierney reunion was a one-time thing. However, they adore each other . . . Groucho Marx advised Steve Allen to use his eight-month-old son, Billy Allen, on his TV'er; he'll be on soon. Groucho said he'd used his Dr. Melinda, and it had been affective.

Rona Jaffe, who sold her "Best of Everything" to H'wood for 100G's, sank all the money into blue chip stocks . . . A major airline's flight 115, Paris-to-N.Y., had five wealthy women nabbed at customs with undeclared goods, all within a week. Errol Flynn gave a local hatcheck girl a handsome tip—an autographed photo of Errol Flynn . . . A B'way-bound show almost didn't open in Boston—its famous star was too drunk.

TODAY'S BEST LAUGH:

A girl told her late-slaying boy friend (reports Jackie Clark) that her father liked to take things apart to see why they didn't go: "So you'd better go."

WISH I'D SAID THAT:

A bachelor is a guy who'd rather mend his socks than his ways.—Jackie Kannon.

Alan Gale tells at the International Cafe of the husband asking his wife to account for a missing \$1,000. She began: "Well, here was \$1.25 for the milk . . ." —That's earl brother.

MIKE CONNOLLY:

Plugging Overdone

HOLLYWOOD—Greg Peck refuses to do guest shots on TV in which he goes under those hot arc lights just to plug a picture. "Bald-faced plugging has been overdone," he tells me. "The minute an actor stands up there to plug his newest movie, audience interest wanes. Believe me, they're NOT going out to catch a picture just because it's mentioned on TV."

"They're 'running out of courts' in Los Angeles. Jack Webb started it all, of course, with a local show called Dragnet that went network in a big way. Since then we've had Police Court, Divorce Court, Court of Appeals, etc., all trying to hit the big time same as Webb. But the latest, on Bing Crosby's KCOP, with Joyce MacKenzie producing, is Too Much, as the hip set says. The once-a-week series is called The People's Court of Small Claims.

GALE ROBBINS, who walked out after a disagreement with Max Baer, her co-emcee on a local interview show, caught Max doing it alone and cracked, "I heard him describe it as a sleepy-time program—and he's SO right!"

Two motors conked out on Patti Page's sleeper plane from New York. Following her perfect three-point landing in L.A. Patti pattycaiked the pilot and his "noiseless" plane. "Thanks for the smoothest, most sleep-inducing flight I've ever had!"

Tommy Sands will sing a suitable song at the Texas prisoners' rodeo Oct. 26: "Bigger Than Texas." Meaning bigger than EVERYTHING outside those Texas prison walls?

WHAT WAS THE real reason behind Helen Gallagher replacing Jane Powell on the season's first Eddie Fisher show? Jane said she had been promised top star billing but another guest star, Jerry Lewis, got it instead.

With Pillsbury as co-sponsor of NBC-TV's Buckskin series, it seems only natural, doesn't it, that the bankroll should tie in to it closer by advertising Buckaroo Buckwheat Cakes for the Young Buckskin Set—and I wonder if they will.

Margaret O'Brien took for her to marry a young aircraft designer at Douglas Aircraft next

year), has the only non-singing role in her Oct. 16 CBSpec, "Little Women." Patsy Kelly, making her TV debut after many years in other entertainment media, has this to say about it: "Television is BEAUFUL—it gives actors a new medium for unemployment!"

DOMESTIC TOUCH. Hollywood style: Lee Remick, the young Fox star, makes an everyday visit to her husband, Bill Colleran, when Bing Crosby is rehearsing his specs (Bill is Bing's producer-director)—and brings him his box lunch in a sequin-spangled box.

Gil Bahr, one-time member of the Mitchell Boys Choir, is probably the youngest program director in TV history. He has just been named, at 22, to that post—on Station KUAM-TV in Guam.

Looks like there'll be none of those CBShower of Stars this season, so the network has asked Jack Benny to host a flock of other specs in their place. But Jack says uh-uh—he'll only do two.

STEVE ALLEN recorded two more albums of his own songs and cracked: "There's more coming. After all, I've been writing since I was 12 and I'm 'way ahead of the demand!" Gene Raymond and Sherman Marks are being very mysterious about the teleseries they're preparing for next season. All they'll divulge is the title—This is Paradise—so take it from there!

Myrna Fahey and Alan Dinehart III will be two of the stars of Desilu's new Adventures of Tom Swift film series.

Maybe he's being pessimistic. Anyway, good as his Bat Master-series is so far, Gene (Bat) Barry himself doesn't think it'll last more than five years, at the most on the telebeam.

MAE WEST'S NEW advice to the Lovelorn series, teeing off on LA Station KCOP with its eye to an eventual network berth, has stretched from its original once-a-week 15-minute spot to 30 minutes. It's one of two things: either Mae has more advice in her kit than she originally figured or there are more love-lorners around than ANY of us thought!

Don the Beachcomber Has Festive Opening Night



FIRST NIGHTERS at Don the Beachcomber included Virginia Fields, summer trip abroad. With them are Pat O'Dea, on left, and Eddie and Willard Parker, center, who have recently returned from a King, on right. (Desert Sun Photo).

Protein Salad

A summer salad rich in protein combines Swiss cheese, salami and green beans. Mix 2 cups of cheese, cut in strips, with 2 cups cooked, drained green beans. Toss with dressing made of 1/2 cup mayonnaise, and 1 tablespoon each of chopped sweet pickles, capers and chopped parsley. Garnish with 1/4 pound thinly sliced hard salami.

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WHEN THEY ARE IN TOWN Jimmy Van Heusen and Sammy Cahn, famous song writing team, are quite likely to be found at Don the Beachcomber, which is one of their two favorite spots in Palm Springs. Here Sammy, more or less expressionlessly, watches Jimmy say "happy new season" to Beachcomber manager Bud Bachold, on left. (Desert Sun Photo).

Hundreds of Cheeses Draw Cheese Fans to Shop

By JEANNE LESEM
United Press International
NEW YORK (UPI)—Merchant Sol Chacham doesn't need a better mousetrap to lure the world to his door. He does it with more than 400 kinds of cheese.

By subway and bus, taxi and limousine, customers arrive at his tiny shop on Manhattan's upper East Side to sample and buy cheeses from every part of the world.

They've come in such droves since he opened less than a year ago that it's hard to believe Americans consume only about one per cent of all the cheese in the world.

A visit to Chacham's Cheese Unlimited is good training for gourmets. Each customer is urged to taste as many varieties as he wishes.

Signs posted from floor to ceiling suggest appropriate courses with which each may be served... and any customer in doubt has only to ask manager Chacham or his two assistants about any unlabeled variety.

What's brinza de braila or teleme? It's a white, crumbly cheese, packed in brine, rather like the famous French roquefort but not as strong in flavor. Or Caerphilly? A pale yellow dessert cheese, delicate in flavor, not quite soft enough to spread. This one is made both in England and Wales.

If a slightly fish flavored cheese suits your palate, try one of Marlene - Dietrich's favorites, Chacham urges. It's a Czechoslovakian variety of smoked cheese with sturgeon flavor.

Other "name" customers are Walter Cronkite, Rita Gam, Vincent Astor and Bill Cullen.

"Cullen's wife often complains that we let him buy too much," said Chacham.

"We have one lawyer who stops by in a taxi every day, and buys six pounds of cheese. We often wonder, but haven't asked, what in the world he does with that much cheese!"

"Men are our biggest shoppers, and they have a better knowledge of cheese than women do. The ladies are more discreet and buy only what they need," he added.

What's the most popular cheese? Chacham had no answer. It depends on individual taste, he explained, and the location of his

shop in a neighborhood of many nationalities makes it even harder to tell.

Many shoppers buy national specialties, such as Austrian Emmentaler, Belgian lendenhof, English double Gloucester minor or still-ton, Italian fontina, or Irish glarney from County Cork. But many experiment with cheeses new to them.

However, he added, his 27 varieties of skim milk cheeses are very popular, especially, with Americans who have to watch their waistlines.

For homemakers who would like to serve their families more cheese but hesitate to try anything new, Chacham has these suggestions:

Most cheese attains its best flavor and aroma when it has been allowed to stand at room temperature for several hours, all day if possible. If you expect to eat all of it, within three or four days, don't bother to refrigerate it at all. But do keep it completely and tightly wrapped.

"Cheese exposed to air is like an apple bitten into," Chacham explained. "It becomes dark and hard and the flavor changes."

If you plan to keep cheese over a long period, he added, refrigerate it until the morning of the day you plan to serve it. Then, take it out while you're fixing breakfast and let it remain out until meal time.

For fluffing woolen blankets or airing feather pillows give them a tumbling in the automatic clothes dryer for three or four minutes.

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Fabulous Dinners Sensibly Priced Cocktails—as you like them
No Fed. Enter. Tax Until 10:00 P.M.

The Sensational Dave Burton
And His Burton Boys
Entertaining Nightly for Your Dining and Dancing Pleasure
No Cover DINERS CLUB



OPENING NIGHT at the Beachcomber found many Here Edith (on left) and Dick Edwards (standing) returns being warmly greeted by their friends. ing) are shown with their friends the Jack Manns.

The Desert Sun Saturday, Oct. 11, 1958 6

Around Town

with Hildy Crawford
Phone FA 5-5005

Alohaland lovers and Beachcomber devotees turned out in gala mood... as that popular restaurant opened its doors Thursday night... Reservations hit the 300 mark and the ropes went up a time or two... as Pat O'Dea and Eddie King ushered parties to their tables... It was a beautiful party... but one thing was missing... the Queen wasn't there... Sunny Sund missed an opening for the first time since she opened her Palm Springs restaurant... Talking over the telephone from her hospital bed in Burbank where she's been recovering from a bad fracture that will keep her from walking until January... She sent her greetings and heard all about the opening as it was going on...

On hand to greet old friends and patrons... was Beachcomber manager Bud Bachold... and his lovely blonde wife occupied the Queen's Chair... with the Bob Kesslers in their party... Jimmy Van Heusen and Sammy Cahn (that greatest of the song-writing teams) were there for opening night... and Virginia Field and Willard Parker (they were in Europe this summer) were checking up on their chopsticks in the Celebrity Case...

A tour of the rambling rooms... discovered party after party of friends... drinking gold cups, Navy grogs and Barbados punch... eating rumakis and shrimp and dipping the cold pork slices in the horseradish sauce and sesame seeds... dining on chicken almond, mandarin duck and won ton... and even drinking hot tea from the tiny cups... There were Edith and Dick Edwards with their friends the Jack Manns... Winnie (Mrs. Charles) Becker with daughter Jacquie Cole... and Kay Oberfel... The Randolph Christies and Vicki Malouf... Orph Frank (up from LaJolla to attend a wedding and get their Via Lola house opened) with Irene Harlow...

The Buddy Morrissey and Velma Silverman (Eddie was due in from Chicago yesterday)... The young Jack Heidts were a twosome... The Bob Howards and Father Michael O'Donohue were among the early diners... The Walter Friends were there and the Waltah Clarke's (Gretchen and I were both wearing those headache bands... which Willard Parker admired and prescribed for his wife Virginia...) Bess Bender (she goes to New York today on a buying trip) was with Helen and Bill Dzo Dzo, James Steikney (he's doing the murals in Bess's new house in Vista Palmas Estates), and her brother Maury Wax... who was celebrating a birthday...

Those muted lights that make all women lovely... and all men handsome... the tropical decor and exotic drinks... the polished burled wood of the table tops that glows dully by candlelight... the soft colored lights overhead... add up to a charm that has... in a few short years... become an integral part of Palm Springs...

Visits Italy

Grace Steenberg, who has been traveling in Europe, is now in Stresa, Italy where she is spending a few days at the Hotel Des Iles Baromess, situated on a beautiful lake. Mrs. Steenberg reports she is having a wonderful time on her Italian holiday.

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If it's silver, we make it, repair it or made modern jewelry from your old silver... Fine silver and copper polished.

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Desert Does Start Meetings

Desert Does will hold their first meeting of the Fall season on Tuesday, October 14, 8 p.m., at the Elks Lodge.

President Rayma Mutascio urges all members to attend as there are several important items on the agenda including the annual spaghetti dinner which will be held in November. Proceeds from this are used for the purchase of Christmas gifts for Handicapped Children.

President Mutascio extended a cordial invitation to wives of Elks who may be interested in joining the Desert Does.

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1078 NORTH PALM CANYON DRIVE
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Soroptimists Send Delegates To Conferences

Pacific Region, Soroptimist Federation of the Americas, Inc., District One, was in convention yesterday and today at Disneyland Hotel. Representing Palm Springs today were Madge Holderman and Else Addes.

Attorney Marilyn Hofstetter of Whittier, district director, presided and Betty Beck Prosser, governor, was the speaker this morning. Whittier Soroptimists will be hostesses at Saturday's banquet.

Next week, beginning October 17, Pacific Region, Soroptimist Federation of the Americas, Inc., District Two, will hold a three day conference in Scottsdale, Arizona at the Valley Ho Hotel.

Those planning to attend from Palm Springs are Madge Holderman, Else Addes, Mildred Jackson, Dotie Groth, Ida Keeney, and Jewel Locke.

To remove stains from a porcelain bathtub or sink, apply a paste of cream of tartar and hydrogen peroxide.

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Hat Parade Luncheon to Be Gala Season Opener

Chi Chi Starlite Room will blossom like a garden on Saturday October 25, when the Palm Springs Hat Parade Luncheon is staged there as a benefit for the Palm Springs Float.

A capacity crowd, with everyone wearing hats is expected to compete in the hat parade contest with prizes going to the most beautiful, best Palm Springs hat, zaniest hat, most original, best men's hat, best around-the-world hat of any style, and best commer-

cial entries in any of the above classifications.

An innovation this year will be the men's hat parade. These may be golf hats, alpine hats, coolie hats, helmets, top hats, sombreros, stetsons, derbies, or a wildly decorated toppiece, with the sky the limit; Mayor Frank Bogert, a hat addict, said that "nothing can keep me away . . . I'll be there . . . wearing a hat."

There will be a special no host table for dateless men. Table decorations will be in the hat motif and will

be auctioned off. They are original designs by Mary Noel, who is noted for her Christmas creations and fabulous hats. Assisting her is Jane Wade.

Under the chairmanship of Anita Haskell Jones, who was in charge of Western Week the year the first Hat Parade Luncheon was held, the luncheon also has the blessing and assistance of two women who between them invented and made a tradition of the Palm Springs hat.

It was Melba Bennett who concocted the original Palm Springs hat, which uses a western straw hat base and uses nothing but flowers and ribbons as trimming. It was Joan McManus, who popularized the Palm Springs hat and started the Easter Hat Parade which was at the Tennis Club for many years and has been continued at El Mirador, where it draws standing room only crowds each Easter Sunday. Both are on the luncheon committee, one as advisor and one as coordinator.

Martin Beck of Player Stage is in charge of the program and will emcee a show that promises to be fast and entertaining. There will be music and songs and an all-male act that is as funny as a gopher. Bill Alexander and the Chi Chi orchestra will play during the luncheon and for the parade.

The handsome young male quartet The Bonaires whose latest can recording is "Rock and Roll Olapa" will be down from Los Angeles to sing and a special guest will be that exciting personality Renato Signorini, the sculptor who does those exciting gold miniature statuettes, reviving a Renaissance art. Among his models have been Queen Elizabeth, Queen Saroya, Clare Booth Luce and Pope Pius XII.

Hildy Crawford is ticket chairman, assisted by Blake Corliss. Tickets, which are five dollars, including tax and tip, may be obtained from any committee member or at the door. Maitre d' Lawrence at the Chi Chi should be called for table reservations, which will be made in the order received.

Other committee members include Mary Hurrell, prizes, assisted by Jane Wade; La Verne Smith, commercial entries; Helen Ray, posters and store decorations; assisted by Dee Simon; Jessie Baumgardner, Wanda Alles, and Peggy Bull.

Hostesses are busy assembling tables for the luncheon which will be one of the largest and most colorful affairs of the early fall. Genevieve Berg will hostess a table for 30 and is also serving as chairman to arrange no hostess tables. Others with early reservations for party tables include Mrs. Richard Bagdasarian, Mrs. Al Rose.

Mrs. John Luccarelli is arranging a Smoke Tree table, and both Desert Riders and Los Compadres will have tables. Helen Kenaston and Judy Howard are arranging a Thunderbird table. Largest single reservation to date is for 75 members of the Wally Byam's Caravan, the famed group which ships its trailers and gypsying all over the world.

Merchants have been invited to make commercial entries, which will compete against each other in the different classifications. Any store wishing to enter may do so by buying a luncheon ticket and sending a store representative to model the hat. Florists are being invited to enter hats trimmed with or created from fresh flowers.

Stores already entered in the parade include: Chuck Walters, Bess Bender, Waltah Clarke's Hawaiian shops, Ila Mae beauty salon, the Beachcomber shops.

The soiled upholstery of a car, if it's the currently popular plastic, can be cleaned by sponging with a solution of three tablespoons of sal soda concentrate per quart of water. Rinse and dry.

Firecliff Opens With Two Events

The Santa Rosa diningroom and the out-of-the-world Satellite room of Firecliff Lodge were filled to capacity Thursday evening with a happy crowd of diners. The pre-opening affair was followed by the official opening Friday evening.

There to greet the more than 200 dinner guests were the new managers Doty and Chink Coleman. An added attraction this season is the versatile organ and piano playing of Jimmy DuBois.

A special treat for the Thursday night diners was when Cliff Henderson, owner of Firecliff, entertained following dinner with his feats of magic, which included pulling two baby chicks out of what was supposedly an omelet.

Among a few of the dinner guests were Mr. and Mrs. Johnny Dawson and Mr. and Mrs. Jimmy Hines (Dawson is president of Eldorado Country Club and Hines is the pro). Flying down from Los Angeles, in their twin Bonanza, especially for the occasion were Mr. and Mrs. Bill Newall who brought his 74-year-old father down with them (his first plane trip) to be their houseguest at their home in Indian Wells.

Newall is one of the developers of the Salton sea area and is responsible for the new Villa Marina which is to be built there soon.

Also in the gay crowd were Mr. and Mrs. Kay Oleson, Mr. and Mrs. Ira Johnson, Mr. and Mrs. Michael Buccino, Mr. and Mrs. Harrison Fisher, Mrs. Dick Hanousek and guests, Mr. and Mrs. Gordon Allard, Mr. and Mrs. Clarence Milliken, the Arthur Letherbys.

Edith Eddy Ward's guests were Mr. and Mrs. Harold Smith, Marilyn and Jim Harstad and Clancy and Darliss Smith, Mrs. Henrietta Werder and party and many more.

Hospital Auxiliary Board to Convene
The board of directors of the Women's Auxiliary of Desert Hospital will meet Tuesday at 12:30 in the board room at the hospital to start fall activities.

President Mrs. Harold Murphy, who has called the meeting, said that the board will inspect the new diningroom furniture which the Auxiliary has purchased for the Hospital, and discuss plans for the nurses' residence, which is another major project for the Auxiliary.

Social and Club CALENDAR
(Clubs and organizations are invited to call in calendar dates to FA 5-5005.)

October 11
Shadow Mountain Club, Opening, Mardi Gras.
October 13
Palm Springs Business Women's Club, C of C Boardroom, 8 p. m.
October 14
Kiwanis, Chi Chi noon.
St. Paul's Guild, Parish Hall, 12:30 p. m.
Hospital Auxiliary Board, Board Room, 12:30 p. m.
Palm Springs Youth Center, Board Meeting, Youth Center, 3:45 p. m.
A. A. U. W., Tennis Club, 7:45 p. m.
October 15
San Diego Diocese of Council of Catholic Women, Chi Chi, 10 a. m.
Welfare & Friendly Aid, Health Center, 10:30 a. m.
Rotary Club, Chi Chi, noon.
Palm Springs Business Women's Club, 196 North Palm Canyon noon.
P. S. Optimists, Howard Manor, noon.
October 16
Lions' Club, Chi Chi, noon.
Exchange Club, Steak Ranch, 7:30 p. m.



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IT'LL BE A HAT TIME in the old town on Saturday, October 25, as a revival of the Palm Springs Hat Parade Luncheon is expected to attract a capacity crowd to Chi Chi's Starlite Room. Wearing one of her original Palm Springs hats, Melba Bennett shows other members of the luncheon committee what constitutes a genuine Palm Springs hat . . . nothing but ribbons and flowers. On her left is Judy Howard and on her right is Mary Hurrell. Standing above them and looking on, are Laverne Smith, on left, and Blake Corliss. (Desert Sun Photo).

City of Hope Chapter Meets Monday Night

Palm Springs Chapter of City of Hope will have its first membership meeting of the season on Monday, October 13, 8 p. m. at the Jewish Community Center, 332 W. A' to Road. Dr. Marion E. Jonnas, A'gram chairman, will present a musical program, by Alyce (Blue Gown) Walker of KCMJ.

An interesting report of the Pacific Coast Conference of City of Hope will be presented by Pearl Hess.

Raye Gholstin, membership chairman, extends a cordial invitation to all men and women of Palm Springs. The Palm Springs Chapter of City of Hope is a non-sectarian group of men and women.

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IN THE VILLAGE one day this week to consult Mrs. Austin McManus, center, owner of the Tennis Club, were Mr. and Mrs. Jack Buchanan, Buchanan, who supervised operations of Riverside's

Mission Inn for nine years, will be back Monday to start redecoration and opening the famous Club, which he will operate for Mrs. McManus this season. (Anderson Photo).



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Live Better Electrically

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MEDALLION HOME



GUARANTEED:
Labor-saving appliances
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EVERY WEDNESDAY AND THURSDAY NIGHT

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SINCE 1929

\$650 Per Acre

20 ACRES in exclusive estate area between LA QUINTA and INDIO. Paved street and water. Priced to sell now. Way below market value. Good terms, too!

\$1750 Per Acre

10 ACRES on MILES AVENUE (Main street of Indio). Adjoining acreage priced at \$3500 per acre. Act fast on this parcel. A terrific investment at this low, low price. Excellent terms.

70-237 Highway 111, Thunderbird Area. Opposite Bing Crosby's Blue Skies
FA 8-2590 or FI 6-6104

WE HAVE some good acreage parcels for investors and sub-dividers. Call us for best buys in acreage.

RESORT REALTY INC.
465 North Palm Canyon Drive
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Eves. FA 5-6378, FA 4-2149

5 ACRES with cabin in Palm Desert. Full price \$5,000.
R-1 LOT. South side of Hiway in Palm Desert. \$2750, \$500 down.

THE GAGNON CO.
73-612 Hiway 111 Palm Desert
FI 6-6282

A GOOD BUY

5 - 10 OR 15 ACRES between Wonder Palms Road and Tarrisk Golf Course. All utilities available. \$6500 per acre.
OWNER FA 8-2643

NEED MONEY

2 LOTS (CORNER)
LA QUINTA - \$3000 CASH
Desert Sun Box 190, File E-40

\$31,500 - 100' x 175' C-1 LOT
Faces 2 streets, with 20 foot alley on side. Faces onto main street in Cathedral City.
FA 5-2305 - FA 5-7116

A GOOD BUY

CHOICE R-3 lot \$10,000. 100'x130'. Room for 13 units. By owner.
FA 5-7856

Residential Lots - \$3000 Up
Also Beautiful Mountain Sites
JAMES HAMMOND, Realtor
875 N. Palm Canyon FA 5-5373

GOLF CLUB LOT 100 X 100
18 HOLE COUNTRY CLUB
COURSE - \$3450 - OWNER
FA 4-9436 or FA 5-6931 Eves.

CHOICE R-1 CORNER LOT
NEAR CAHUILLA SCHOOL
\$8995 - PHONE FA 5-2909

BELOW MARKET
ESTATE SIZE LOTS
Las Palmas - Terms - FA 5-7927

For Sale or Exchange 34

SELL OR TRADE

GORGEOUS BRAND new 3-bed-room, 2 bath home. Built-in oven, range, dishwasher, disposal, 5-ton refrigeration, cooling. Heated and filtered pool. Will trade for 3 or 4 units or acreage. Will assume.

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43 LOTS

In Desert Hot Springs
Paved streets, all utilities available. Will sell or trade up or down on improved or commercial. P. O. Box 241, Palm Springs or phone Los Angeles Oldfield 6-6213.

HAVE \$2000 equity in San Clemente triplex and \$6700 seasoned second TD as down payment on Palm Springs income property. Not over \$50,000 total price. J. King, Box 220 Rancho Trailer Park, or FA 5-5005 days.

SELL OR TRADE. New custom built 3 bedroom, 2 bath 5-ton refrigeration, built-ins, pool, \$32,750. 20-year loan. Adjacent Tarrisk. Marjorie Baron. FA 4-2629

3 BEDROOM home, with rampus room, near new. Trade equity for 2 bedroom or small income. FA 4-2665 Eves. FA 8-2013.

Income Property 35a

18 Units -- Pool

CLOSE IN, SOUTH END. Great potential due to surrounding developments. Only \$135,000, about \$35,000 down.

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REALTOR - ASSOCIATES
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382 N. PALM CANYON DRIVE
Phone FA 5-5727 - FA 5-6672

7 UNITS, heated and filtered pool. Excellent buy. Must see to appreciate. Illness forces sale. Consider trade. Owner FA 5-2351

FURNISHED duplex in Cathedral City. \$15,000. Terms. Balance at 6 per cent. Owner. FA 9-3161 Desert Hot Springs.

Unusual 4 New Deluxe Units Walled Landscaped. Owner 570 Desert View Dr. - FA 5-7427

Opportunity For Foresighted Investor

5 Furnished Units
Deluxe South End Area
LIKE SEPARATE HOMES, rear entrances, Redwood fence between each patio. Quiet and refined atmosphere. HEATED AND FILTERED POOL. Individual meters. TV cable. Apartments in vicinity rent for \$500 per month, or more, during season. Now grosses approximately \$9350 yearly rentals. Will sacrifice at \$58,500. Excellent terms. May trade for similar income in Bay Area.

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RUSSELL WADE
REALTOR
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18 UNITS

Top Hotel Location
9 KITCHENS, pool. Redecorated inside and out. 8 units newly furnished. At less than \$8500 per unit. This is best hotel buy in Palm Springs. Price reduced to \$150,000.

\$50,000 Cash Will Handle

Murphy Realty
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DUPLEX

CLOSE in - Walk to stores. 1 side 3 bedrooms, 2 baths. Other side 2 bedrooms, 1 bath. Completely furnished. Both leased by the year for \$3000. A real buy at \$24,000.

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SUITE 18--THE PLAZA

10 Units -- Pool

IDEAL SOUTH LOCATION--Fine condition, excellent financing. A good buy at \$75,000.

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12 UNITS with fully equipped cafe and dining room. 200 feet on Palm Canyon Drive. A bargain. Owner must sell. Full price \$135,000. Terms.

BUY THIS!

12 UNITS with pool. Full price \$20,000. Come in and see this and other income properties.

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465 North Palm Canyon Drive
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Eves. FA 5-6378, FA 4-2149

5 UNITS, near new. Possession of owners desired. 2 bedroom. Must be sold. Consider trade.
FA 4-2665 - Eves FA 8-2013

5 UNITS furnished, 3 kitchens and 2 hotel rooms. 12x38 Pool. By owner. 3910 Calle De Carlos
FA 5-7341

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NEW 4 bedroom, 3 bath, executive homes on estate size grounds. Refreshing pool. Refrigerated. Las Palmas area. FROM \$39,500 - \$7300 DOWN
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BY OWNER - Custom built 2 bedroom. All built-ins, walled yard, fireplace, full price \$16,950. Direct TV, Cal-Vet approved. Palm Springs Oasis tract.
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LOVE NEST in Silver Spur Ranch 1 bedroom and den. Full price \$13,500. Low down.

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LAS PALMAS area. New 3 bedroom, 2 baths, inter-com, heated filtered pool, built-in oven, dishwasher, disposal. Lot 120' x 140', furnished or unfurnished. Owner FA 5-7536

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NEW DELUXE CUSTOM BUILT
3 Bedroom, 2 bath home, carpets, drapes. Well located. Special price \$29,500, terms.

OUTSTANDING BUY
3 BEDROOMS, 2 baths, den, lanai, pool. Furnished to a Queen's taste. \$35,000.

DEEP WELL AREA
Furnished. 3 bedrooms, 3 baths, den. Pool with waterfall, beautifully landscaped. \$45,000.

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\$1000 DOWN - New 3 bedroom, 2 bath home. Built-in stove and oven, disposal. Long term financing. \$16,950.

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East on Ramon Road to Calle Santa Cruz, then right to Sunny Dunes Road.

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2 BEDROOMS - \$15,950
TILED bath, dining room, fireplace. South end location. You really should see this. Very easy terms.

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FENCED yard. A wonderful buy at \$14,500.

LARGE 4 BEDROOM AND DEN
CHOICE location. Owner needs immediate action. Carpeted throughout. 1 year old. Complete built-in kitchen, fireplace. \$32,500.

CHOICE DEEP WELL LOTS
3 OF THE choicest lots in the heart of exclusive Deep Well estates \$10,000 each.

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SUITE 18--THE PLAZA

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\$16,950 - HOW ABOUT THIS! Only \$1000 down for new 3 bedrooms, 2 baths, near SCHOOL.

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\$51,000 - THUNDERBIRD - 7.7 acre ranch with comfortable 2 bedroom home nestled in shade trees. Separate 2 car garage and apartment. Perfect for SUBDIVISION.

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CORNER - Modern 3 bedroom 2 bath home. Central heating and refrigeration cooling. Built-in stove and refrigerator. Carpets and drapes. Room for pool. \$23,500, small down, easy terms. Must sell - Owner leaving.

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SPEND \$200.

SAVE \$2000

NEW 3 BEDROOM and family room, 2 baths. All kitchen built-ins. Inter-com and radio to every room. Refrigerated air conditioning. Needs landscaping and a little exterior paint. \$17,950, only \$3500 down, balance like rent.

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Just Costs and Impeudans About \$300 Moves You In 2-34 Bedrooms - 1-2 Baths
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Attractive Home - South End
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Lease Land - Phone FA 4-2543

IDEAL home on R-2 lot with room for 5 units. FA 5-6063 after 5 or all day weekends.

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OFFERS THE BEST BUYS IN PALM SPRINGS REAL ESTATE

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3 Bedrooms--2 Baths

Large Beautiful Swimming Pool

LARGE FENCED LANDSCAPED LOT

CLOSE TO SCHOOLS

Completely Furnished

Ready to Move In
\$22,500
MAKE OFFER!

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OF PALM SPRINGS
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Phone FA 5-2727

OPEN HOUSE
PALM DESERT'S NEWEST LUXURY HOME

The Holiday House

3 BEDROOMS, 2 baths, fireplace, full 5-ton refrigeration, built-in range, oven and Waste King dishwasher, big sliding doors to patio.

HEATED POOL
MAGNIFICENT VIEW

FULL PRICE \$35,950
EXCELLENT TERMS

EXCELLENT TERMS

SEE MODEL THIS WEEK
In Palm Desert

GO OUT Palms-to-Pines Hiway to the big yellow arrow at Bursara Way. Turn left down Bursara to Desert Lily, right on Desert Lily to the "Holiday Home."

5 Bedrooms - 4 Baths
A MINIATURE pool-side estate beautifully furnished in an exclusive south end location... \$37,500

Something Special

SEE THIS custom built two bedroom two bath residence highlighted by a 33 ft. living room, and an ultra modern kitchen with matching colored appliances. Only a few blocks from city bus transportation, \$29,750.

2 For the Price of 1
TWO HOUSES on the same lot, ideal home and income proposition. Selling furnished, \$21,000.

Mildred Jackson
REALTOR
Phone FA 5-5356 or FA 4-2916
296 S. Palm Canyon at Baristo

HONEYMOON SPECIAL

LOVELY 3 bedrooms, 3 baths, furnished. Patio, outdoor lighting. Landscaped and walled.

POOL
\$39,500

BOB WINSLOW
REALTOR
260 N. Palm Canyon
FA 5-2121 - Across from Chi Chi

BY OWNER

SEE
Northwest corner, Highland and Sunny Dunes. NEW 3 BEDROOM 2 BATH. Built-in oven and range. Beautiful pool. Fenced corner lot. Circular driveway. FULL PRICE \$22,500. Good Terms. Vic Bonham, owner. 729 South Santa Fe, Vista Calif. Ph. Palace 4-2131.

MUST SACRIFICE
BEAUTIFUL 2 bedroom 2 bath slump block home. Built in range, oven, refrigerator, carpeted, central heating and cooling. One block from Desert Air Hotel. 71-951 San Jacinto, Rancho Mirage Terms.
Phone FA 8-2976

2 APARTMENTS, business frontage, \$7500. Submit down Mr. and Mrs. Baker. 67-931 Hiway 111, Tramview. FA 8-3781.

Sacrifice \$15,500 - \$2000 Down
3 BEDROOMS, carpeted, draped. Completely furnished, patio, fireplace. Owner. FA 5-5912.

SAHARA PARK
Enjoy Country Club living. Latest unit, furnished or unfurnished. See owner, 139 Caravan.

NEW HOME
Deep Well area, 3 Bedrooms, 3 baths, pool. 1366 S. Calle Ralph.

DON CAMERON
Says...

NOW IT CAN BE PUT IN PRINT!
IT'S THE HALF MILLION DOLLAR "WHISPERING WATERS"

And We Have
Lots, Houses and Units
All Around It!

FOR EXAMPLE...
Here's a C-1 business zone lot - within 200 ft. at \$5000. With terms - and a couple adjacent R-3's!
HURRY! THESE WON'T LAST THE WEEK OUT!

Acreage--Near All the Country Clubs?
YES!
We've Got It - Priced Right!

Houses--
On Indian Wells Country Club?
SURE!
We've Got Them All!

Trailer Park Sites?
YES!
SEE US!

DON CAMERON
REALTOR. 23 years in desert properties. Specialists in acreage, homes, income.
71-839 Hiway 111, Rancho Mirage
Phone FA 8-2155

INCOME BUYS!

2 BEDROOM home for owner and a separate 2 bedroom home for income. Both furnished and redecorated. Good close in rental area. Reduced to \$29,500.

7 MODERN units, furnished. Large pool and patio. TV room. 2 bedroom apartment for owner. Refrigerated cooling. Choice south end location. Reduced to \$69,500 for quick sale - or will trade for San Diego home (College area).

18 UNITS with lobby and pool. Located in the Heart of Hotel area. Estate must be settled and this valuable property is open to all offers.

JEKYLL, BRADLEY & CO.
457 N. Palm Canyon FA 5-2734

Check Price, Location!

RIVERSIDE DRIVE - 3 bedroom 2 bath custom built home, beautifully furnished, professionally landscaped... \$23,900

SAN LUCAS ROAD - Freshly painted, newly carpeted, furnished two bedroom charmer with a garden patio right out of Sunset magazine... \$21,000

EL CIELO ROAD - For the school - minded family this 3 bedroom 2 bath tops them all for size, looks, and terms. Only \$17,950.

Sun Realty Co.
428 N. Palm Canyon FA 5-2929

LOWEST PRICE Deep Well Area
\$31,500

SPACIOUS 3 bedrooms, 2 baths, fireplace, built-in oven and range. LARGE PATIO, POOL. Walled. Double garage. \$5000. Will handle. Price is \$6000 below market!

JEKYLL, BRADLEY & CO.
457 N. Palm Canyon FA 5-2734

BUY THIS!
ONLY \$1000 DOWN

NEW 3 bedrooms, 2 bath homes. With built-ins in kitchen, birch cabinets, lots of tile. Close to schools. Full price \$16,950.

RESORT REALTY INC.
465 North Palm Canyon Drive
FA 5-7659 FA 4-1922
Eves. FA 5-6378, FA 4-2149

DEEP WELL
\$39,500

LOVELY 3 bedroom, 3 bath home, with carpets and drapes. Immediate possession.

CHARLES LYNKAARD, Realtor
DESERT FARMERS MARKET
444 N. PALM CANYON DRIVE
FA 4-9436 - or - FA 5-6931

BY OWNER

WELL Furnished home and guest house. Lot 80' x 135', walled, landscaped, bearing citrus trees in Mesa tract south end Palm Springs, TV cable. Possession at close of escrow.
1680 MESA DRIVE

\$2000 DOWN

3 BEDROOMS, walled, carpets, drapes, stove, refrigerator. Choice location. \$21,500.

MARJORIE BARON FA 4-2629

NEAR schools, 3 bedroom, 2 bath, fireplace, garage, patio.
\$17,500 - FA 4-1835 or 5-7855

DEBBIE REYNOLDS'
PALM SPRINGS HOME

SOUTH END--NEAR NEW OCOTILLO HOTEL. New modern 3 bedroom, maid's room or guest room. Refrigeration. Heated and filtered pool. Large artistically landscaped lot.
Shown to qualified buyers only--phone for appointment.

In Same Deluxe Area

UNFURNISHED or furnished 3 bedroom homes, refrigerated air conditioning, with pools. \$32,500 and up. Terms.

Exclusive Deep Well

QUALITY NEW 3 bedroom, built-in kitchen, refrigerated air conditioning. Heated and filtered pool. Can be sold furnished. \$49,500--Carpets and drapes.

Must Have Offer

4 BEDROOM family home, immaculate. Large landscaped garden--\$36,500--terms.

\$1000 Down

3 BEDROOM homes in new tract. \$16,750 to \$17,450. Near schools and churches. Easy monthly payments.

Rentals

NEAR NEW 3 and 4 bedroom homes with pools. By month or season. \$750 to \$1200 per year.

RUSSELL WADE, Realtor
LEW LEVY --- Associate

MEMBERS PALM SPRINGS REAL ESTATE BOARD
550 SOUTH PALM CANYON DRIVE--PHONE FA 5-2855 or FA 4-9282

OWN YOUR OWN

SANDPIPER GARDEN APARTMENT
Palm Desert

SPACIOUS two bedroom, single story garden apartment with tropical landscaping, pool, ramada, built-in kitchen and refrigerator. Complete maintenance--even maid and linen service available.

Initial Garden Units --- \$19,000
INCLUDING FULL REFRIGERATION
TWO UNSOLD APARTMENTS IN FIRST UNIT.
READY FOR OCCUPANCY IN OCTOBER.

BE THE FIRST TO SEE THE NEW FURNISHED MODEL.
NOW READY FOR YOUR INSPECTION.

THE SANDPIPER
EL PASEO AT PALMS-TO-PINES
PHONE FIRESIDE 6-6156

Real Estate for Sale 35

Real Estate for Sale 35

In the Heart of Deep Well

A PERFECT THREE bedroom plus den home on Driftwood. Completely and expensively furnished and with carpets and drapes. Large living room with fireplace. Splendid entertaining. Included is a \$1500 Hi-Fi set with speakers throughout the house. Fine patio living around the pool. Very good landscaping with sprinklers galore for easy care. This home has a flare that will appeal to the discriminating and is priced well below anything comparable that we know of. Reduced to \$59,500 with good terms. If you wish. May we show you this very comfortable home?

Ernie Dunlevie
ASSOCIATES - REALTORS
1807 N. Palm Canyon Drive
Phone FA 4-1237

Paul Burkholder

CHARMING 2 bedroom home, all modern conveniences, including built-in range. Convenient to schools and shopping center. Practically new. Rugs and drapes included in price--\$15,500. Offer a small down.

BILLY WRIGHT
REALTOR - ASSOCIATES
W. Colven - V. Arnold - L. Smith
382 N. PALM CANYON DRIVE
Phone FA 5-5727 - FA 5-6672

New! Open House New! IN DEEP WELL 1387 Calle De Maria OPEN DAILY 1:30 P.M. TO 5 P.M.

BEAUTIFUL CUSTOM BUILT HOME, 4 large bedrooms—4 baths—powder room, wardrobe space galore—T.V. cable and intercom. Kitchen is a dream, with all built-ins. Carrier refrigeration and forced air heat.

HEATED AND FILTERED POOL
Carpeting and colors selected by an interior decorator

\$62,500 — TERMS
EXCLUSIVE REPRESENTATIVE

HAROLD HICKS, Realtor

ASSOCIATES

Burnham Bigelow John Tosti
William Hopkins Kenneth Herman
Erv Hall

1345 N. Palm Canyon Ph. FA 4-1101

PALM DESERT SPECIALS

PRIME VIEW R-1 LOTS IN THE SHADOW MOUNTAIN AREA OF PALM DESERT. PRICES START AT \$2950.

LARGE R-3 INCOME LOTS on Highway 74 across from the new Sandpiper development. Can build 12 units. ONLY 2 LEFT AT \$7000.

PALM DESERT HOMES

FURNISHED 3 BEDROOMS 3 BATHS, desert rock fireplace, patio barbecue, wet bar. Large lot 150' x 140', near the Shadow Mountain Club. \$35,000—Terms.

BRAND NEW SPARKLING 2 BEDROOM 2 BATH HOME WITH POOL. Refrigerated air conditioning, carpeting and drapes. Beautifully landscaped. Only \$26,500. Terms. Can also be sold with exquisite modern furnishings.

ACREAGE

CHOICE 40 ACRE PARCEL FOR SUBDIVISION—just off Highway 111 near Cathedral City and Tamarisk Golf Course. PRICED FAR BELOW MARKET VALUE.

OTHER ACREAGE INVESTMENTS FROM \$350 PER ACRE—UP.

PALM DESERT SALES CO.

DEVELOPERS OF THE PALM DESERT PROPERTIES

HIGHWAY 111 AT LARKSPUR LANE—HIGHWAY 74 AT EL PASEO

Fireside 6-6100

Fireside 6-6108

ENCHANTED HOMES

BRAND NEW! 3 BEDROOMS, 2 BATHS

WITH REFRIGERATED AIR CONDITIONING, built-in range and oven, dishwasher, disposal, Westinghouse refrigerator, forced air heating, fireplace, living room 18'x24', master bedroom 11'x15'. Extra large lots. Two palm trees. Completely fenced. Close to schools—5 minutes to downtown.

FROM \$19,900 TO \$21,000
ONLY \$1950 DOWN

SPARKLING, REFRESHING 16X32 PADDOCK POOL
OPTIONAL AT ADDITIONAL COST.

FURNISHED MODEL HOME
212 SUNSET WAY

OFF McALLUM WAY NEAR PALM SPRINGS CITY HALL.
JOHN M. SEAMANS, SALES MANAGER—FA 4-2884
OR SEE YOUR REALTOR.

MODEL HOME

FOR SALE
NEVER occupied, finest location. 3 bedrooms, den or maid's, Pool, refrigeration. Beautifully furnished and landscaped by Palm Springs LEADING DECORATOR. \$48,500 — Excellent terms. 1130 Paseo Dera (off Camino Del Sur, 5 blocks west of El Mirador Hotel). FA 5-7927
COURTESY TO BROKERS

Wm. J. Heiser
REALTOR

INCOME—Lovely 2 bedroom plus large studio, beautiful grounds. South End. Reduced to \$18,500. PALM CANYON frontage, 125' x 525'. Cash out — \$55,000. 1546 N. Palm Canyon, FA 5-5653

BY OWNER

JUST bring your tooth brush and move in! That's how complete this 2 bedroom home is determined to sell by Nov. 1st. Take advantage of it.
666 N. Calle Ralph

WONDERFUL Family home! 3 bedrooms, 2 baths, 30' living room with fireplace. Paneled den, enclosed lanai, 15' x 37' pool. Walled and landscaped corner lot. Or might trade for business or income property.
Owner — FA 5-6592

MUST SELL

NEW 3 bedroom 2 bath. Wall to wall carpeting. Near schools. MARJORIE BARON FA 4-2629

R-2 lot \$1850 cash duplex \$15,750
5 Industrial Lots \$11,000
Louis Venger, FA 4-9383, 5-5395
"ALL MEN ARE BROTHERS"

Near El Mirador

2 BEDROOMS, 2 baths. Furnished. Pool. Large kitchen. Secluded back yard. Corner and walled. \$31,500. M. Baron, FA 4-2629

Most For Your Money

\$17,000—NEAR SCHOOLS. 3 bedroom, 2 bath, large fenced lot, screened-in lanai, ducted cooling, forced air heat. IDEAL FOR CHILDREN.

\$24,750—UNBELIEVABLY BEAUTIFUL. Refrigerated 3 bedroom 2 bath. Kitchen with dishwasher, disposal, built-in oven and range and dining nook. Utility room. Gorgeous living room with massive stone fireplace. Fenced lot. Double garage.

\$35,000—DEEP WELL AREA—3 bedrooms 3 baths, completely furnished. Large covered patio. Barbecue. Heated pool. Landscaped. Garage.

ESTATE SIZE LOT—113'x160'. Graded and ready. Overlooking the entire valley. Adjoining \$150,000 home. \$17,950—AND WORTH IT!

GANNON REALTY CO.

1201 N. Palm Canyon FA 5-2772

BETTER BUILT HOMES

\$6840 --- COMPLETE

952 SQUARE FEET PLUS 12X22 GARAGE.

SEE THIS MODEL AT

740 PLAZA AMIGO

00% FINANCING
ON YOUR QUALIFIED LOT.

LOTS AVAILABLE

\$1800—75X100—A SLEEPER.

\$3300—105X100—PAVED STREET AND CURBS.

\$4400—100X100 NEAR PROPOSED NEW SHOPPING CENTER.

SPECIAL INCOME BUY.

14 UNITS — 10 with kitchens, oversized pool. Well located. Only \$110,000—\$20,000 down.

HUTTON'S REAL ESTATE
505 N. Palm Canyon Drive — Phone FA 5-5977

3 BEDROOM --- 2 BATHS

REFRIGERATED COOLING

SWIMMING POOL, CLUB HOUSE, TENNIS COURT.
FACILITIES AVAILABLE TO EACH HOME BUYER.

\$15,950 — ONLY \$1,000 DOWN

IN THE BEAUTIFUL

SUN AND SWIM CLUB

Located at DATE PALM DRIVE and CONVERSE ROAD

¾ Miles North of Cathedral City

PALM DESERT

LOW DOWN

LARGE R-3 lot with 2 completed 1 bedroom units. Room for 8 more and pool. In Palm Desert. Just \$3000 down will handle.

McGLASHAN REALTY
73-945 Hwy 111 - Palm Desert
FI 6-6081 FI 6-6053
SHERMAN OAKS — ST 4-7396

OWNER BUILT — 2 bedrooms, 2 baths plus Guest House with 2 bedrooms and 2 baths. Heated and filtered pool. Large lot. OPEN all day Saturday and Sunday. 73-487 Grapevine Brentwood Village Realty, L. A. Phone GR 2-9911

VERY nice 2 bedroom block home Extra large lot. Only \$14,000 — \$2000 down.
BETTY BECK, Realtor, FI 6-6678

WILL sell lot below value. Near Shadow Mountain Club. To qualified buyer. FI 6-6482. Owner.

DESERT HOT SPRINGS

MODERN 2 bedroom, 1 ½ baths. Built-in oven and range. Ash paneling, garage, close in. Will consider late model Cadillac as down. 66-081 Acoma.

Real Estate Wanted

FOR QUICK RESULTS LIST YOUR PROPERTY WITH U.S. IN PALM SPRINGS SINCE 1937

BILLY WRIGHT

REALTOR - Associates
W. Colven - V. Arnold - L. Smith
382 N. PALM CANYON DRIVE
Phone FA 5-5727 — FA 5-6672

FOR BEST RESULTS
LIST YOUR PROPERTY WITH

Adolph Israel

REALTOR
671 N. Palm Canyon Drive
Phone FA 5-2981

LISTINGS WANTED
WE HAVE buyers for homes in Deep Well and Las Palmas. For quick action phone or mail your listing to:

TONY BURKE, INC.
Box 910, Palm Springs
Phone FA 8-2590

PRIVATE PARTY wants 3 bedrooms, 2 baths with Pool. Preferably furnished. Under \$30,000. Palm Springs only. Must accept seasoned and guaranteed Trust Deed as PART payment. No overpriced junk please. Ph. FA 5-2701.

CALL FA 5-5005
FOR CLASSIFIED ADS

INDUSTRIAL CENTER — M-3 Zone. Sell - rent - build - close in. 3201 N. Indian Ave. FA 5-6473

Business Rentals

OFFICE SPACE AVAILABLE
In Pacific Building
Corner of Palm Canyon-Tamarisk
Across from Post Office.
Suitable for real estate, manufacturer's representatives or professional.
Reasonable Yearly Rates
FA 4-9085

Store For Rent

Next to Tweeds and Weeds
ALSO studio apartment, low rent, all utilities.

Munholland & Co.

FA 4-1082 1059 N. Palm Canyon

ATTRACT MORE CUSTOMERS
Window confection maker wants sub-lease. Minimum 8 feet by 8 feet area, Palm Canyon or Indian Ave. Accessibility to lavatory and sink rent. Percentage P. O. Box 111, Palm Springs.

BUILDING of 3 office rooms. Large parking area. Top location. Suitable for Realtors, shops, bargain. \$150 month. Call Granite 9-1217 Los Angeles or call your broker.

OFFICE AND OFFICE SUITES
Ideal for dentist, attorney, architectural firm. Excellent Palm Canyon location. Free parking for clients. Palm Springs Professional Building. FA 5-2761.

STORE on Palm Canyon. Approximately 17 x 40. \$200 per month. Room for expansion. Near Post Office. Immediate occupancy. GANNON REALTY FA 5-2772

LARGE apartment. Suitable for combination (limited office) and living quarters. On Belardo Road. Inquire 343 N. Palm Canyon.

1 OR 2 ROOM available. Apply Brown Bros. Adjusters. Carnell Building. FA 4-1591.

Three offices on Palm Canyon Dr. \$150 per month and up. Ransom — FA 5-2793

Wanted to Rent

NEED 2 bedroom, 2 bath well furnished house to \$500 month. PLEASE list your rentals, have many clients waiting.

GANNON REALTY CO.
1201 N. Palm Canyon FA 5-2772

3 BEDROOM 2 bath, or more. Furnished home with pool. Principles only. Desert Sun Box 190, File E-33.

LARGE family home. Yearly basis or option to buy. Prefer adobe. References. FA 4-2992.

LET'S GO TO PRESS

HOMES INCOME LOTS ACREAGE RENTALS

EL MIRADOR AREA—3 bedroom, 3 bath, den, separate dining room. 2-car garage, walled, landscaped, south patio and pool. Furnished. \$39,500.

DEEP WELL—Two 3 bedroom, 3 bath homes—one with pool—both custom built, refrigerated, walled, landscaped, lots of detail. Both vacant. Call us for information.

HOME AND GUEST HOUSE—Main house 2 bedrooms. Guest house 1 bedroom. Pool, walled and landscaped. \$27,500.

INCOME—Gives earnings today. Security tomorrow! 10-unit hotel, refrigerated. All with kitchens, private patios, swank owner's apartment, discriminating clientele, expansive view from patio and pool. Nothing to compare with it for \$125,000.

ESTABLISHED HOTEL, 16 units, owner's quarters separate. Location and building sells itself. Priced right. Interested buyers see Theresa Press or Associates.

R-2 LOT—Warm Sands. Room for 8 units. Make offer. Priced \$15,000.

THERESA PRESS, Realtor

611 South Palm Canyon

FAirview 5-5282 or 5-5294

Frank Gaudiello

Murrie Severino

INCOME PROPERTY

8 UNITS IN TENNIS CLUB AREA, within walking distance. New with every modern convenience. Deluxe owner's apartment. Custom designed. Large pool. Quiet, secluded district.

Price \$140,000, low down payment, or will trade equity for clear property.

Adjoining lot also available for additional units.

4 UNITS including double apartment for owner. Room for pool or additional unit. Good Southend location.

Price \$39,500 furnished

A FABULOUS BUY

LET US SHOW YOU this outstanding bargain. Estate size lot in best residential area, charming 5 bedroom home, refrigeration, furnace heat, large pool. Grounds walled and landscaped.

MURIEL E. FULTON

REALTOR

Frances Wilson

Frances Elliott

Oasis Building—125 South Canyon Drive—Phone FA 5-2225

Rooms for Rent

40

AVAILABLE for older gentleman or retired couple. Large room and private bath in nurse's lovely private home. Large grounds, every convenience. Must appreciate and be accustomed to better things. Located in beautiful Hemet Valley. Write: 1205 E. Florida, Hemet

ATTRACTIVE corner studio room. Private bath, outside corner entrance. Frigidaire, pool. Garage optional. South end. For one discriminating gentleman. \$75 month. FA 5-6607 or 5-2686.

PALM Desert, private entrance, bath, patio, pool. Reasonable. Employed man. FI 6-6691.

FURNISHED, private entrance, facing patio. Near Safeway. Employed lady. Ph. FA 4-9580.

PRIVATE entrance and bath, large closet, quiet, clean, close in. Ph. FA 5-7746.

FRONT bedroom, private bath and entrance. Close in. Lady preferred. Phone FA 4-1306.

STUDIO, full kitchen. Suitable for 2. Also room, private entrances. Near Lone Palm. FA 4-2341.

SINGLE, outside entrance, private bath, employed man. \$45. FA 4-2504

SEPARATE private room and bath, \$60 month. 1381 N. Indian Ave.

ATTRACTIVE bedroom, private bath and entrance. \$55 month. FA 5-7232

LIGHT housekeeping rooms, private bath and entrance. Reasonable. Ph. FA 5-6373.

1 - 2 Rooms — Kitchen and Bath Weekly - Monthly - \$30 Up - Adults 925 Radio Road — FA 5-5666

SOMETHING special. Private bath, entrance, garage. New house. FA 5-6647, FA 4-9625.

TWIN beds, nice room, private home. \$10 week, no cooking. FA 4-9366

WALKING distance. Twin beds. Private entrance, bath. 689 Camino Parocela - FA 4-1918

NICE FURNISHED ROOM Or Will Share My Home FA 5-3672

CLOSE IN Private Entrance and Bath FA 4-9065

\$55 MONTH — Private entrance, bath. Employed man. South End. Ph. FA 5-2991.

FURNISHED room for refined person in new home. Near El Mirador hotel. FA 4-2983.

Room — Private Bath Separate Entrance - \$40 Month 944 Mel Avenue

For Sale or Rent

41

CANYON view home. Large 1 bedroom, 1 bath. Modern. Excellent condition. Reasonable 2321 Araby Drive

READ SUN CLASSIFIED ADS

\$6840 BUILDS HOME

100% FINANCING on your qualified lot, 952 sq. ft. plus 12'x22' garage. Better Built home. Complete. See model, plans—our office.

\$15,950—New 2 bedroom corner home, garage, fenced. See this! \$1000 DOWN—New 3 bedroom, 2 baths, built-ins, \$16,950. \$21,500—3 bedrooms, 2 baths, pool, garage and fenced.

INCOME PROPERTY

\$55,000—5 beautiful furnished 1 bedroom apartments, pool. \$87,500—9 units and pool. Room 9 more units. Will trade. \$135,000—12 units, pool. Restaurant. Palm Canyon Drive.

LOTS

\$1800—75'x100'—level lot. The lowest priced lot this area. \$3000—100'x83' choice lot. Near school and Church. \$20,000—R-3 lot—100x200'. Room 20 units, pool. Corner Indian Avenue.

AMY NELSON, Realtor

2277 North Palm Canyon Drive—Phone FA 5-5254—FA 5-5545
San Clemente Office, 508 No. Highway 101—Phone Hy. 2-1121

Apartments for Rent

43

WEEKEND OPPORTUNITY

* DOWN FOR THE WEEK-END

MUST SACRIFICE

2 BEDROOM BEAUTIFULLY

FURNISHED APARTMENT.

T.V. CABLE, REFRIGERATED,

HEATED POOL.

\$175 MONTH
FA 4-2797

Apartments for Rent

Apartments for Rent

EXTREMELY MODERN

SPACIOUS 2 bedroom deluxe owners apartment, with the atmosphere of a private home. Pool, TV cable. Completely furnished, utilities included. \$235 monthly until June or \$210 on lease. 1821 E. Amado Road. FA 5-6996

SUN-DAZE APARTMENTS
621 South Riverside Drive
Unfurnished 1 bedroom. Includes colored range and refrigerator, drapes, pool, laundry room, double wardrobe, storage locker. Ultra Modern, must sell. FA 5-6405

UNFURNISHED 1 and 2 bedroom apartments including stove, Frigidaire, TV cable, disposal, private patio. Around the corner from all shopping. 587 Calle Ajo — FA 5-2406.

STUDIO apartments, center of town. Furnished. All utilities. Pool. Adults. \$85 - \$125. Across from Thrifty. 373 S. Palm Canyon.

UNFURNISHED large 1 bedroom. Forced heating, cooling, fireplace, refrigerator, range, laundry. South end. 432 Avenida Ortega

SPACIOUS new studio and 1 bedroom apartments. From \$125. TV. Heated Pool, laundry room. Lots of closets. All conveniences. 777 Camino Real — FA 5-7013

DESIRABLE studio, close in. Tile shower, fireplace, sundeck. Reasonable on annual lease. P.O. Box 1356, Palm Springs.

BEAUTIFULLY furnished new 1-2 bedrooms. Pool, TV. Inquire 598 Grenfall. Ph. FA 4-9428.

FURNISHED 1 BEDROOM APARTMENT — LIKE NEW FA 4-1933

Unusual New 1 Bedroom Unfurnished — View — Quiet Lease — 570 Desert View Dr.

Studios — Newly Furnished See to Appreciate. Call After 5 517 E. Vista Chino — FA 5-6373

REFRIGERATED LUXURY UNITS. POOL, TV, TELEPHONE. \$85 MONTH UP. FA 4-1030.

NEW deluxe furnished bedroom apartment. Pool. Lovely north side. Pets O.K. Ph. FA 5-5615.

\$50 MONTH. Studio. New stove, new refrigerator. 453 N. Calle Encelia. Inquire 550 S. Indian.

2 BEDROOM

DUE TO THE TREMENDOUS
RESPONSE FROM OUR

Clear The House New Car Sale

WE ARE

OVERSTOCKED

WITH

35 GOOD USED CARS

NOW OFFERED TO YOU AT

WHOLESALE

TO NAME A FEW

1951 Buick, was \$399 . . now \$199

1953 Chrysler, was \$699 . . now \$399

1953 Buick, was \$699 . . now \$399

1952 Oldsmobile, was \$699 now \$399

1955 Buick, was \$1399 . . now \$999

1957 Deville, was \$4499 now \$3999

CHOICE OF 6 STATION WAGONS

ALL MAKES AND MODELS

FOR EXAMPLE

1955 Ford, was \$1499 . . now \$1099

COUNTRY SEDAN—THE BEST

OPEN 'TIL 8 P.M. AND SUNDAY

Palm Springs Lincoln-Mercury

"SAVE"

333 SUNNY DUNES ROAD—PHONE FA 4-1201

Apartments for Rent 43

ALL NEW
NOW LEASING
Must See To Appreciate
PRIVATE patio, pool, refrigerated,
air conditioned. TV cable.
Beautifully landscaped. Rug's,
drapes, furnished.
607 THORNHILL ROAD
FA 5-6987 FA 4-2783

MODERN furnished 1 or 2 bed-
room apartments. TV cable.
Yearly lease. Reasonable.
FA 4-9148 or FA 5-7300

LARGE guest house, completely
furnished. Utilities included. TV
cable \$100 month. Adults.
Lang, Realtor, FA 5-2522.

NEW 2 - 1 bedroom apartments.
Furnished or unfurnished. TV.
Also single room.
687 S. Camino Real

ONE OF Palm Springs finest. 1 -
2 bedroom apartments. Pool,
TV. By day, week or month.
Bermuda Palms - FA 4-9944

STUDIO apartment, private patio,
drive way. Reliable party.
\$150 per month.
Call FA 4-2668 after 6 p.m.

RANCHO Mirage, 2 room studio.
Twin beds, utilities paid. Block
off Hiway. FA 8-3570.

\$110 With utilities furnished.
Pool. Close in. 1441 E. Ramon
Rd. FA 5-2612 or 5-5823.

UNFURNISHED apartment, 171 N.
Palm Canyon Dr. \$75 includ-
ing utilities. Edwards. FA 5-2182

STUDIO apartment for 3. Large
pool. Next to Safeway. \$100
month. 425 S. Indian. FA 4-9071.

FURNISHED or UNFURNISHED
Reasonable — 1 and 2 Bedroom
1351 E. Ramon Rd. - FA 5-6926

1 BEDROOM
FURNISHED APARTMENT
Phone FA 4-2239 after 3:30

1 BEDROOM apartments \$85
month up. 588 Highland.
FA 5-7690 or FA 4-2295

Unfurnished 1 Bedroom — Quiet
Refrigerator - Stove - Drapes
Garage - Adults - 781 Chuckwalla

1 BEDROOM furnished, full bath,
fireplace, good heat, lawn, nice
Reasonable. Ph. FA 5-7746.

LARGE unfurnished 1 bedroom
apartment. Close in. Adults, no
pets. Ph. FA 4-9787 after 5 p.m.

LARGE furnished studio apart-
ment. Bath, kitchen.
Palm Desert — FI 6-6874

STUDIO apartment, furnished.
Close in. Cooler, TV cable.
Phone FA 4-1396

Modern Kitchenette Apartment
Quiet Location — Reasonable
FA 5-5068

FURNISHED or unfurnished de-
luxe 1 bedroom apartments.
Cable. Close in. Ph. FA 5-7902.

1 BEDROOM unfurnished. Large
living room, TV cable. Reason-
able. FA 5-7436, 350 Chuckwalla

LEASING NEW LARGE 1-2 BED-
ROOM. POOL, FURNISHED BY
BARKERS, 2625 JUNIPERO.

Apartments for Rent 43

DELUXE 1 bedroom apartment
available for season or lease.
Air conditioned. Private patio,
TV. Heated Pool. 970 Parocela
Place. Ph. FA 57848.

LEASE FOR WINTER
Furnished 1 bedroom, kitchen
apartment. Large pool. Utilities
paid. \$100-\$145 month. FA 5-6944

DELUXE studio apartment. Utili-
ties included. HEATED POOL.
\$100 - \$125 month.
280 Sepulveda Road — FA 4-9726

NEW spacious 1 bedroom apart-
ment, unfurnished. Stove, refrig-
erator, laundry, storage. TV.
1376 Camino Amapola - FA 5-6584

For Discriminating Adults
New 1 or 2 Bedroom Apartments
Pool - Refrigeration - Southend
620 Thornhill Road - FA 5-5071

STUDIO, Lady preferred. Close
in. Quiet. \$80 month. Also
sleeping room (refrigerator) \$60
South End. Phone FA 4-1667

FURNISHED apartment, season-
al or yearly. In Sunshine an-
nex. Inquire 343 N. Palm Can-
yon.

2 FURNISHED modern 3 room
apartment, downtown location.
Newly decorated. 362 N. Palm
Canyon Drive. FA 5-5252.

FURNISHED apartment. Lovely.
Utilities paid. See it.
545 Mel Ave — FA 4-2445

UNFURNISHED, brand new 1
bedroom apartment. Reason-
able. Ph. FA 4-2824.

1 BEDROOM FURNISHED
OR UNFURNISHED. POOL
PHONE FA 4-2808

CLOSE IN studio \$60 - \$95. Kitch-
en, cooler, adults. Near Ramon
and Indian. Ph. FA 5-6473.

1 BEDROOM furnished duplex 1
block from new Saks store. \$75.
William Real Estate FA 4-1641

NEW DELUXE furnished apart-
ment. TV cable, air conditioned
Close in. Reasonable. FA 4-1926

Houses for Rent 46

RENTALS
HOMES
STORES
APARTMENTS

MURPHY REALTY FA 5-5102

2 BEDROOM very modern house,
unfurnished, located at 31-776
Avenida La Paloma (Outpost
Area) Contact owner at 526
John St., Manhattan Beach.
Ph. Frontier 6-0235 after 5 p. m.

HOUSES AND APARTMENTS
With or Without Pools
JAMES HAMMOND, Realtor
875 N. Palm Canyon FA 5-3373

LARGE 1 bedroom furnished du-
plex. Newly decorated. \$85 mo.
Clark Agency, 68-637 Broad-
way, Cathedral City. FA 8-2512

TO accommodate 2 or 4, near
Bullocks and Robinsons. Clean
and comfortable. Utilities paid.
FA 4-9065

STACK CHEVROLET

"OK" USED CARS

1956 Chevrolet, Sport Sedan . \$1745

FULL POWER—AIR CONDITIONED

1955 Chevrolet, Convertible . \$1395

POWERGLIDE, RADIO, HEATER

1955 Chevrolet, Sport Coupe \$1395

POWERGLIDE, RADIO, HEATER

1955 Buick, 4 Door Riviera . . \$1395

POWER STEERING, POWER BRAKES, RADIO, HEATER

1954 Chevrolet, Bel Air . . . \$895

POWERGLIDE, RADIO, HEATER

STACK CHEVROLET

SOUTH PALM CANYON AT SUNNY DUNES — FA 4-9166

House for Rent 46

YOUR CHOICE OF
3 LUXURY HOMES

ONE OF most spectacular homes
in Deep Well, 3 bedrooms, 2
baths. Spacious, secluded. Beau-
tifully furnished. POOL.
DELIGHTFULLY furnished 5 bed-
room, 4 bath, 3 fireplaces, pool,
patio. Attractive landscaping.
CHARMING 4 bedroom, 2 1/2 bath
in Deep Well. Completely fur-
nished.
PHONE AGENT FA 8-2050

3 BEDROOM, 2 bath furnished.
In duplex. Walking distance to
shopping center. \$135 on lease.

2 BEDROOM, 1 bath home, fur-
nished, center of town. \$150 per
month on 1 year lease.
FA 4-9661 FA 4-2328

FURNISHED! POOL!

NEW 2 bedroom and den. Wall
to wall carpets. TV, washing
machine, barbeque, phone.
Beautiful view of mountains,
landscaped. \$275 month, season.
31570 La Paloma — FA 8-2035

RENTALS—LARGE OR SMALL WE HAVE THEM ALL

Homes - Apartments - Stores
MILDRED JACKSON, REALTOR
296 S. Palm Canyon at Baristo
Phone FA 5-5356 or FA 4-2916

\$65 PER month — One bedroom
furnished house on San Rafael
Rd., Palm Springs. No pets.
Suitable for two adults only.
Call before 9 a.m. or after five.
Fairview 5-6175

RENTALS
Furnished or Unfurnished
Let us help you find the right one.
HUBBARD, REAL ESTATE
401 N. Palm Canyon FA 4-2656

2 BEDROOM 2 bath home. Fur-
nished, close in. \$150 per month
on lease.
JEKYLL, BRADLEY & CO.
457 N. Palm Canyon FA 5-2734

LAS PALMAS area. New 3 bed-
room, 2 baths, heated and fil-
tered pool, built-in kitchen, at-
tractively furnished. Seasonal
rental. Owner F 5-7536.

NICE large furnished home.
Walking distance. \$150 month.
For 4 or more. 555 Plaza Amigo.

NEW 3 bedroom, 2 bath, unfur-
nished. Near school. Lease.
Phone FA 4-9494

FURNISHED 2 bedroom house,
forced air heat. Large kitchen,
cable. 545 S. Calle Santa Rosa.

2 BEDROOM UNFURNISHED
38-663 Paradise Way
Cathedral City. \$100 month lease.

LARGE 2 bedroom, 2 bath, pool,
beautiful yard. Lease \$350 fur-
nished. M. Baron, FA 4-2629.

UNFURNISHED 2 bedroom, mod-
ern duplex. Closet space galore.
558 Highland, off Ramon.

New 3 Bedroom 2 Baths
Furnished - Patio - TV Cable
FA 5-2772 or Hollywood 9-2232

275 ARABY Drive — Beautiful
view, adobe 3 bedroom 3 bath,
\$225 year lease. Ph. FA 5-2905.

3 BEDROOM, 2 bath. Near both
schools. TV cable, garage. Un-
furnished FA 4-9124.

Pool — 2 Furnished New Houses
On 1 Lot — Rent 1 or Both
2 Bedrooms Each — FA 8-2013

FOR LEASE, unfurnished 2 bed-
room, fireplace. Nice landscap-
ing. 574 Highland Ave. FA 4-2511

SMALL furnished house, Rancho
Mirage. \$85 month, years lease.
Call Edwards, FA 5-2182.

LARGE 1 bedroom, furnished du-
plex. Garage, yard, \$115.
1525 Tamarisk

SECLUDED, new 2 bedroom du-
plex. Refrigerated, furnished
\$115. Unfurnished \$90. FA 8-3661

2 BEDROOM house. Pool, cable.
Unfurnished or furnished. Car-
pet, stove, FA 4-2347.

BEDROOM, furnished. Full bath.
Lawn, fireplace, close, clean,
cute. Ph. FA 5-7746.

Houses for Rent 46

3 BEDROOM 2 bath, lovely
modern furniture, private
yard. Heated pool. \$750 month.

3 BEDROOM 2 bath, partly fur-
nished. Heated pool, garage.
\$500 month.
GANNON REALTY
1201 N. Palm Canyon FA 5-2772

BRAND NEW 2 bedroom house,
unfurnished. \$100 per month on
lease. Cathedral City.
HARRY J. BREEDING
REAL ESTATE BROKER
FA 8-2090

UNFURNISHED 3 bedroom 2
bath home, choice close in loca-
tion. \$200 per month, years
lease.

MURIEL FULTON FA 5-2225

BEAUTIFULLY decorated and
furnished. New 4 bedroom, 2
bath. Every modern conveni-
ence. \$450 per month.
PAUL BURKHOLDER FA 5-2613

BRAND new small modern sub-
urban house. Furnished or un-
furnished. Less than 10 minutes
from Palm Springs. Mrs. Stach-
ler, 11 Palomino Road, city.

4 BEDROOM, 2 bath, by owner,
beautifully furnished. Refriger-
ated, forced air heat, 1 year
old. For adults only.
699 Indian Trail — FA 5-6920

ATTRACTIVE 3 rooms and bath.
Stove, refrigerator, porch, trees
Close in. Permanent couple.
402 N. Calle Santa Rosa

2 BEDROOM, 1 bath home, fur-
nished, center of town. \$150 per
month on 1 year lease.
FA 4-9661 FA 4-2328

BRAND new 3 bedroom house,
unfurnished, in Palm Springs
Oasis. Year lease, \$125 month.
Call evenings LUDLOW 3-3933 L.A.

1 BEDROOM, furnished, carport,
2 bedroom rear, fireplace. 707
C St. Cathedral City. FA 4-1903.

Trailer Rentals 49

MODERN 2 bedroom. Like new,
air conditioned, custom interior.
FA 5-5083

LIKE new, attractive 21'. Ideal.
Shower, toilet, sleeps 2. \$40 per
month. Ph. FA 5-7968.

TRAILER and CABANA
Bath - Sleeps 4 - Best Location
\$65 — FA 4-1207

Household Goods 50

LEAVING Palm Springs. Selling
lovely home furnishings by W.
J. Sloan, living room, bedroom,
dining room, unusual rattan
lanai furniture, chairs, patio
furniture. Westinghouse roaster
oven, bed spreads, blankets,
down comforters, mattress covers
linens, lamps, two barbeques
and other items reasonable.
FA 4-2289

USED furniture and household
appliances bought and sold. We
pay highest prices.
STERMERS
67-951 HIWAY 111
TRAMVIEW FA 8-3935

BRAND new 12-piece china set.
Includes platters, bowls, etc.,
cream color with small pink
spray. \$70. Blue table umbrella
\$10. Ph. FA 5-2880.

AN Olson rug, antique wash stand,
all wool wall to wall carpeting,
dinette table, 4 leather chairs,
and other household items.
294 Palo Verde

COMPLETE household furniture.
Stove, like new. \$85. Higgins
bike \$25. Mrs. Kison, 572 High-
land Drive.

BED DIVAN and chair, green,
brown divan, small refrigerator,
dishes, utensils. 156 S. Indian,
lot C-16. Ph. FA 5-6538.

8 ROOMS full, bargain used fur-
niture. Must sell quick! 72-180
Hiway 111, Rancho Mirage.

GOLD carpeting, living room
chairs. King size headboard, etc
FA 5-8693

O'KEEFE & MERRITT
Gas range with griddle, excellent
condition. FA 5-6569.

EVERYTHING GOES

NEW PALM SPRINGS FORD

BRAND NEW 1958 FORD

4 DOOR SEDAN

FORDOMATIC, RADIO, HEATER, TINTED GLASS, WHITEWALL
TIRES, DELUXE TRIM AND MANY MORE EXTRAS.

\$499 DOWN --- \$69.95 MONTH

ONLY 8—1958 FORDS LEFT

SO BETTER HURRY!!

PALM SPRINGS FORD

3919 EAST PALM CANYON — FA 8-2181

EXECUTIVE CARS!!

LAST CHANCE TO SAVE \$1000

BEFORE OUR NEW MODELS ARRIVE

1958 Chrysler 4 Door Hardtop

1958 Chrysler 2 Door Hardtop

1958 Dodge, Regal Lancer

1958 Plymouth Savoy Hardtop

1958 Belvedere Hardtop

SEE US FOR THE BEST

USED CAR BUYS

ANYWHERE!!

IMPERIAL MOTORS

DODGE -- CHRYSLER -- IMPERIAL

68-350 Highway 111 — Palm Springs — FA 8-3103

Household Goods 50

REPOSSESSED Zig Zag sewing
machine. Sews on buttons, makes
button holes, monogram and
embroidery without attachments.
Balance less than \$100. Pay-
ments \$6 month.
Phone Banning VI 9-4072

BREAKFAST SET, chrome and
yellow Formica, \$25. 2 pair
table lamps, \$10 pair. 735 S. Ri-
verside Dr., Apartment 2.

65 YARDS cotton carpeting, san-
dalwood, good condition, \$2 per
square yard. Ph. FA 5-5836.

MODERN bedroom sets. Reason-
able. Remodeling hotel.
515 N. Palm Canyon

GAFFER & SATTLER RANGE
Full Size in Excellent Condition
FI 6-6441

13 APARTMENT SIZE
GAS STOVES — \$25 EACH
FA 4-9018

USED youth bed and mattress,
\$40. Child's chest, good condi-
tion, \$20. Ph. FA 4-2508.

3 Complete Bedroom Suites
\$75 Each
262 S. Palm Canyon

GOOD AS NEW!
Easy Washing Machine
Very Cheap — FI 6-6602

Trailer for Sale 51

CABANA. 35' Royal Spartanette.
Carport, 2 baths, 2 coolers,
large storage room, covered
patio. Automatic watering. Fur-
nished. TV and antenna. Rent
paid until Feb. \$7500, terms.
Sky Ridge Trailer Park, Patrick

TRAVEL Queen Coaches, 8 - 9
and 10 ft. Dinette and twin bed
models. Terms. See Pratt Bros.
651 E. Citrus, Redlands, or 6744
Brackton, Riverside, Calif.

1955 VIKING 40'
Make Offer
FA 4-2462 AFTER 6:00

SEE THE NEW 1959 IDEALS
ALL SIZES
AL ROSE THE TRAILER KING
68-120 HIWAY 111 FA 8-2761

1957 — 40' TRAILER. 2 bed-
rooms, complete bath, cooler,
awning. Ramon Trailer Park.
FA 5-2257

IN fabulous Sahara Park on large
corner lot. Beautiful cabana,
carport, patio and trailer.
\$11,500 cash — 174 Caravan

1958 24' ALJO TRAILER
Carpeted - Modern - Extras
P. J. Peters, Lot 2, Desert Hills
Trailer Park.

1952 35' CUSTOM built Kit. Per-
fect condition. Palm Springs
Trailer Village. FA 4-2403.

1946 ANDER, 28 feet. Very liv-
able. Low space rent, telephone
in. FA 4-2683 after 5.

Trailers for Sale 51

BEAUTIFUL new all aluminum
45' - 10' wide. All ash interior
with old rose appliances. \$3995
Murray's. 68-100 Hiway 111.
Next to Sunair Drive-in Theatre

SACRIFICE 1958 Universal 10
wide, 42' long, 2 bedroom. New

Board Approves Indian Wells Zoning Plan

Reporting back to the Board of Supervisors this week on the four changes which they had been asked to reconsider following a hearing Sept. 15 on a comprehensive zoning plan for the Indian Wells area, the Planning Commission recommended that two of the changes be allowed and two denied.

The supervisors approved adoption of the plan in accordance with the new planning commission recommendations except in one instance.

THE COMMISSION had recommended that a request by Henry Curran for commercial instead of R-3 zoning on the northeast and northwest corners of the Miles Avenue and Highway 111 intersection be denied.

Supervisor George Berkey suggested that the northeast corner, which he described as "a little sliver severed by the extension of Avenue 45 (Miles Avenue), be designated as a CP (restricted commercial zone, and the other supervisors agreed with him.

BERKEY SAID THE CP restrictive zone would permit the planning commission to control use of the property, since although it allows the same uses as the C-1 (general commercial) zone requested by Curran, it requires submission of a plot plan and is subject to additional conditions.

The other request which was denied was that of Herald E. Williams for deletion of 20 acres in Section 14 of Township 5 South, Range 6 East shown in the plan as an R-1 zone.

THE COMMISSIONERS said the acreage represents less than 20 per cent of his holdings in the area, most of which are outside the zoning plan area, and its inclusion should not result in any substantial hardship to the acreage left outside the plan.

Granted were the requests of Monte Wenck for additional R-3 zoning in Shadow Hills Estates between Highway 111 and Driftwood, and deletion from the plan of property owned by C. Holdsworth, Mrs. Raymond V. Darby and others, in the southwest quarter of Section 18, Township 5 South, Range 7 East.

Lee Backstrand To Be Speaker

Assemblyman Lee Backstrand will discuss "Freeways in Southern California" at the October meeting of the Riverside County Association of Chambers of Commerce, Oct. 21.



MISS CALIFORNIA, Donna Kay Brooks, and her parents are now residents of Jack Mieselman's Palm Lane Estates. Miss Brooks is with her mother, Mrs. Alberta Brooks, Roger Richards, sales director for Gannon Realty for the Palm Lane Estates, and Phil Short, sales manager for Gannon Realty. Mieselman now is announcing the start of 14 more units which will offer an entirely new concept in desert living. (Sun Photo).

De Aqui Alla con ... Rafaela Marmalejo V.

Buenos Dias (good morning) ... como esta Usted? (How are you?), muy bien, gracias a Dios (very well thank God) ... what will you have for your desayuno? (for your breakfast?) ... toast, tocino (bacon), and eggs? Muy bien (very well) lo prepararemos (we shall fix it), of better than el desayuno (breakfast) shall we see what our amigos (friends) are doing?

Senor Ramon y senora Ciria Montoya fue un placer (it was a pleasure) greeting you.

SENORA CUCIA GONZALES of East Nicolet in Banning paso el dia (spent the day) with her daughter, Carmen Jurado, of 3920 East Sunny Dunes ... creo (guess) it was nice to come to this clima (climate) no Cucia?

Churchgoers Wanted

SCITUATE, Mass. — (UPI) — Seeking to boost attendance, the North Scituate Baptist Church put this classified ad in the local newspaper:

"For immediate occupancy. One slightly used pew, 660 Country Way, North Scituate. Phone Linden 5-0058 for viewing. Transportation provided."

Un pajarito nos dice (a little bird tells us) that the stork anda volando (is flying) over the residence of Senor Abran and senora Phyllis Arreola of Los Angeles and frequent Palm Springs visitors.

LICHA IS THE muy conocida (very well known) Felicitas Mediano who was married on the 7 of December el ano pasado (last year) una vez mas (once more) our heartiest congratulations!!

The brand new Teenager Club now being formed and very ably dirijido (directed) by the Rt. Reverend Thomas Flahive meets una ves (once) a week.

THE CLUB DISCUSSES music and practice bailes (dancing), father hopes that in the very near futuro (future), this group will help him organize most of our programas (programs) para las (for the) fiestas.

The young teen-agers who were at the junta (meeting) were: Blanche Ruiz, Gabie Marmolejo, Raul Genara, Stella Prieto, Margarita Godinez, Phil Genara, Canuta Mediano, Inez Genara, Jose Montemayor, Bonnie Ureta, Linda Montemayor, Eva Mediano, Raul Ruiz, Mary Alice Godinez, Clara Ann Mitchell, Sixtos Montemayor.

How do you like nuestro (our) new time antes que se den cuenta (before you know it) it's dark ... but still early ... It's wonderful the hora (extra hour) of sleep ... I like THAT!

Shop Reopened By Christine Markley in PD

PALM DESERT — Christine Markley has reopened her Gift Shop in the Palm Desert Shopping Center and will specialize this year in Japanese, Chinese, Swedish and other imports.

A resident of Palm Desert for the past nine years, last season was Mrs. Markley's first venture into business, which she reported "as very satisfactory." Active in civic affairs, she is a member of the Woman's Club, Women's Golf Association and other community organizations.

This season Mrs. Markley will also feature in her shop, a representative line of silver jewelry designed by the well known Palm Desert artist, Susie Cowling.

Youth Reported Improved, But Still in Coma

Richard (Dick) Hill, 12-year-old son of Mr. and Mrs. Robert Hill of Palm Springs, is reported improving but still in a coma at St. Bernardine's Hospital in San Bernardino.

The youth was injured in an automobile - bicycle accident two weeks ago today on Tachevah near Sunrise Way.

The boy's father, Bob Hill, a staff member of the local Bureau of Indian Affairs, reported that the boy was "out of the coma once in a while and yesterday he called for his mother."

Double Trouble

AVON, Conn. — (UPI) — One day after he lost out for the Republican gubernatorial nomination in Connecticut, John Alsop's barn burned down.

CROSS-CROSS

RULES: Using the following 18 letters in the blank squares below how many words can you form either vertically or horizontally? Use same word only once and no plurals please. When words contain less than 5 letters and are in same line—i. e. "TOICE" scoring is 1 pt. for word "TO" and 3 pts. for word "ICE." MAXIMUM NUMBER OF POINTS PER LINE IS FIVE. To assist you, we have inserted a few clues, which include additional letters.

A E E H I N
O O O O P R R
T T U

			A	Y
		A		
	A			
S			N	T
T			T	

Scoring: 5-letter words... 5 pts.
4-letter words... 4 pts.
3-letter words... 3 pts.
2-letter words... 1 pt.
Highest possible score is 50 pts. TOTAL 45

New Insurance Question Faces School Board

Board of Education members are today pondering a new puzzle in the distribution of their school district fire insurance among resort area insurance firms.

The board, which has faced many insurance distribution problems in the past, must now decide if a firm with two offices may be regarded as two separate agencies.

IN THIS CASE, the firm is the Ray Lusby Insurance Agency, which maintains offices here and in Desert Hot Springs. Lusby asked the board to establish his DHS office as a separate agency to share in distribution of insurance premiums.

His Palm Springs agency is already participating in the insurance program, Schools Supt. Dwight Twist pointed out.

LUSBY STATED that his Desert Hot Springs office has been in existence for eight years and meets all the qualifications required by law for insurance and participation.

"It's a question of whether this is an office or an agency," Twist said, "and it's a matter that board policy to decide."

"I THINK WE'D better take this up at our next policy meeting," said Acting Board President Charles Wallace. "This will require a good deal of study." Board members agreed. The issue was passed to the next meeting.

Villagers Win Top Awards With Terriers

Villagers Allen and Stella Davis returned to Palm Springs with prize ribbons for two of their Yorkshire terriers from the Pasadena Kennel Club Dog Show.

Mrs. Davis also reported that a third prize was claimed by a terrier bred in her kennel and owned by Mr. and Mrs. Paul Grove, of Palm Desert.

The dog, Champion Chelsea of Ramon, was voted best of breed by show judges and also placed second in the toy group.

The Davises, breeders of championship terriers and owners of Ramon Modern Furnishings, said their Yorkshire, Little Sir Chuck of Ramon, won over all males for the winners dog title, earning two points towards his championship.

In the female class, Sheba of Ramon, claimed the title of reserve winner, Mrs. Davis said.

First Visitors Go to Canyons

The Agua Caliente Tribe today recorded the first visitors of the year to visit the famed Palm, Andreas and Murray Canyons.

At 9 o'clock this morning, Mr. and Mrs. John Duncan of San Francisco passed through the gate and became the first visitors to the Canyons this season.

School District Hires Physician, Psychiatrist

Palm Springs schools now have the part-time services of a school district physician and a psychiatric consultant.

Board of Education members last night approved the part-time employment of Dr. Lee Palmer as physician and Dr. Marian Zonnis as psychiatric consultant, each at a salary of \$1,000.

HOWEVER, BOARD members expressed their concern over the recommended employment of the psychiatric expert before passing on the order.

"Our students aren't, ah, unbalanced, are they?" queried one member.

"No," replied Schools Supt. Dwight Twist, "but psychiatric consultants are being used in more and more schools for guidance problems of emotionally disturbed youngsters," he explained.

DR. TWIST POINTED out that the consultant will assist school personnel, offer diagnostic services for individual pupils and participate heavily in the guidance program.

"At least one out of every 10 adults now suffer from mental illness," Twist remarked. "This wouldn't be true if they had had guidance earlier."

Board of Education members agreed with the theory and unanimously voted approval of the employment of both the physical and mental medics.

Phone FA 5-5005 for Classified Ads.

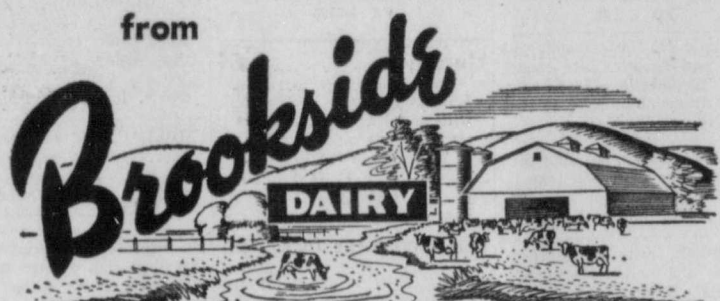
ALWAYS FUN AT THE
Bali-Bali
Happiest Bartenders
in Town

ESTATE HOME PRICED BELOW MARKET FOR QUICK SALE

Main House—4 Bedrooms, 5 Baths, 4 Fireplaces. Large Mosaic Tile. Pool. 2 Large Guest Houses complete and One 2-Bedroom Home for Help. All furnished. Property is nearly 3 acres. Badminton Court. Stables. Own Well. Sprinkler System. Lighted Yard, Lighted Fountain. 10 Tons Refrigeration. Frontage on Avenue 46 about one mile west of Indio Fair Grounds. Owners business in Nevada and no longer can use this beautiful home. Was sold for \$190,000 two years ago. The property improved since. Now the price for quick sale only \$140,000. Terms, \$60,000 down. 1% per month on balance.

Phone Owner for Appointment DI 7-1476

Courtesy to Brokers



from
Brookside
DAIRY

To you...
convenient
daily home
delivery of
ALL DAIRY
PRODUCTS

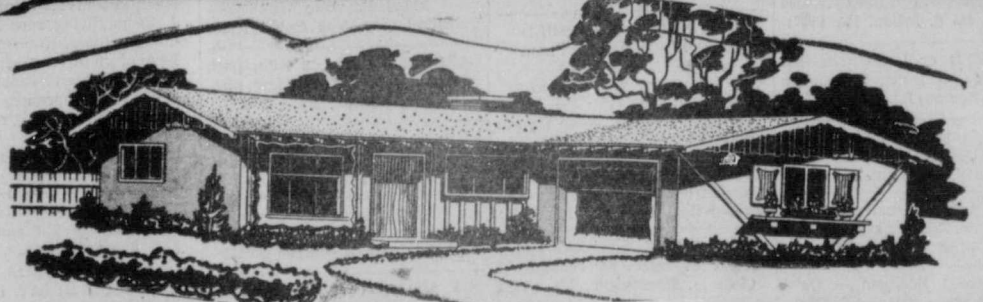
Unequalled freshness
Highest quality
Reliable delivery ...

These are characteristics of Brookside's service, which provides your home with

MILK • NON-FAT MILK • BUTTERMILK •
CHOCOLATE MILK • CREAM • BUTTER •
COTTAGE CHEESE • EGGS • MARGARINE •
ORANGE ADE • FRUIT PUNCH • ORANGE
JUICE • SOUR CREAM • GOAT MILK

For reliable delivery of fresh dairy products
call **BROOKSIDE DAIRY**
Phone FA 5-2495

100% FINANCING!



This beautiful quality 3 Bedroom Home with 1½ baths, 2 car garage, insulated (on your lot) for only **\$9100.00**

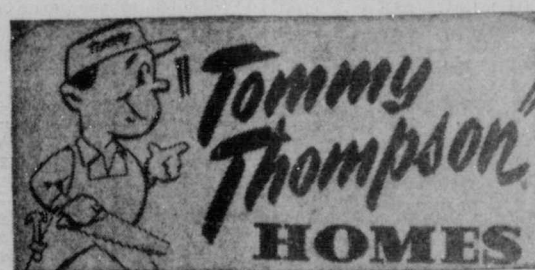
Ask About Our Low - Low Down Payment **\$5400.00**

Two Bedroom Home **\$7400.00**
Three Bedroom Home **\$7700.00**
Contemporary

Duplex **\$7700.00**

We build a complete line of contemporary homes and income properties.

Open Monday Through Saturday 9:00 to 5:00
FA 8-2060 See Ruth Byrns



68-215 East Ramon Road

THOMPSON
LUMBER